MATTHEW LYSIAK

FIAT FOOD

WHY INFLATION DESTROYED OUR HEALTH and HOW BITCOIN FIXES IT

WITH SAIFEDEAN AMMOUS

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FIAT FOODS: WHY INFLATION DESTROYED OUR HEALTH AND HOW BITCOIN FIXES IT

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THE BITCOIN CARNIVORE

> "All humans who have existed have spent their life looking for the meat and fat of the biggest ruminant near them and the hardest money they can use to save. Bitcoin carnivory is just the basic human condition in today's technological reality. It is fiat that is moving people away from eating meat and feeding them industrial waste instead. That's what needs explanation, not the fact that humans are being human and looking for meat and hard money."
>
> **—Saifedean Ammous**

DEDICATION

Gina Mostaccio was born on December 4, 1945, to a middle-class family in Chicago, Illinois. Her father, Gino, and mother, Ann, both worked as accountants. Together, in 1960s' America, they were able to build a two-bedroom home on the North Side of the city, a short bus ride to Wrigley Field. The house was small, but it was their own.

In the Mostaccio's second-generation Italian household, dinner was sacrosanct. Ann always made sure it included meat along with salad or pasta. Ann's mother cooked that way, so naturally Ann did. Several years later, Gina, now a woman, started a family of her own, and she cooked that way, too.

An educated woman and avid reader, Gina was skeptical but likely to still give the benefit of the doubt to those in charge. The country was full of good, hard-working people, she was fond of saying. They weren't always perfect, but they did their best.

When in the 1960s the country was confronted with the sudden problem of heart attacks, she, along with millions of other Americans, kept up with the news, hoping for an answer. Experts in the field identified fat to be the culprit, especially the kind found in red meat. Gina rejoiced, and wanting the best for her family, followed the science. Why wouldn't she trust our leaders? They were the same people who put a man on the moon.

No one in the family complained when Gina began serving more pasta, potatoes, and rice. On the rare occasions there would be meat, it would be chicken.

Gina further modified her diet in 1992 after the United States Department of Agriculture released its first food pyramid, recommending six to eleven servings of bread, cereal, rice, and pasta a day. Once again, Gina trusted the science. Meat at the dinner table had now been squeezed out. Butter was replaced by margarine. "Heart healthy" vegetable oils had become a mainstay.

However, Gina found herself gaining weight. Not being able to stop the number on the scale from rising, she sought the advice of her family

physician. Gina had to cut back, she was told. She was still eating too much fat and worse still, her cholesterol had become dangerously high. This had put her at risk of a heart attack, the very thing she had been trying to avoid.

The doctor handed her a prescription for a drug to be taken daily called a statin. The drug would work, he assured her, by decreasing the levels of cholesterol in her blood. Gina, trusted the science.

On January 6, 2015, Gina was behind the wheel of her car when she died. The cause of death: a heart attack

This book is dedicated to Gina.

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About the Author

MATTHEW LYSIAK IS A NATIONALLY RECOGNIZED JOURNALIST AND AUTHOR OF *Newtown: An American Tragedy* (Gallery/Simon & Schuster, December 2013), and *Drudge Revolution* (BenBella, July 28, 2020), along with hundreds of magazine and newspaper articles. Lysiak is played by actor Jim Sturgess in *Home Before Dark*, which was renewed for a second season by Apple Streaming Plus.

As an investigative journalist for the *New York Daily News*, Mr. Lysiak has reported on hundreds of national stories and has appeared as a contributor on The *Today Show, MSNBC, Fox News, CNN, MSNBC*, and countless other national and local media outlets to discuss his work.

Mr. Lysiak is also coauthor of the bestselling series *Hilde Cracks the Case* (Scholastic 2017) and of the young adult memoir of teen scientist Jack Andraka, *Breakthrough: How One Teen Innovator Is Changing the World* (Harper Collins March 2015), voted Best STEM Book of 2017 by the National Science Teachers Association.

His work has also appeared in the *New York Times*, *Newsweek, The New York Sun*, *AM New York*, and *The Guardian.*

Mr. Lysiak lives in Patagonia, Arizona, with his wife, Bridget, and his four daughters, Isabel (nineteen), Hilde (sixteen), Georgia (eleven), and Juliet (nine).

Foreword

By Saifedean Ammous

In 2007, as a graduate student at Columbia University, I came across the work of the Austrian school economists, and it changed my life. Understanding that money did not have to be a creature of the state, and that it can and has been provided by the market is a very strong pill to swallow, because it changes your perspective on everything related to money, which is practically everything. Over the subsequent years, I began to realize how much of modern economics is propaganda to justify inflation, and how much of modern society is shaped by *fiat*, in the sense of government directives, and in the sense of governments' financing by money conjured out of thin air.

I had always wanted to write about many of these ideas, but I could never find anyone who seemed interested in them outside of the very small circle of Austrian economists who were quite familiar with them. But after discovering bitcoin and beginning to understand it, I found a growing community of people who had begun to see that the world around us is shaped by fiat. Bitcoin, as a form of money free from state control, was the living refutation of the state's lies around money, and it could only drive you to ask questions about the rationale, and consequences, of the state's control of money.

As these ideas began to increasingly consume my focus, I decided in 2017 to write my first book, *The Bitcoin Standard*, which explained the economics of bitcoin, its likely implications, and what its refutation of fiat's rationale told us about the world fiat had wrought. One of the first topics I wanted to discuss was the impact of fiat money on food, but as I began to write about it, it became clear to me that this was too broad of a topic for inclusion in a book on bitcoin. I did discuss the impact of fiat money on time preference, government financing, wars, individual freedom, the family, and art, but adding a chapter on food was, if you'll excuse the pun, more than I could chew.

After the success of *The Bitcoin Standard*, I left my job as a university professor and decided to write a sequel, *The Fiat Standard*, published in 2021, where I would focus on the fiat monetary system, its workings, and its economic impacts. One of the chapters of that book was entitled Fiat Food, and the next chapter, Fiat Science, also examined nutrition science and its degradation. While I believe these chapters have stood the test of time so far, and done a good job explaining my basic thesis on how fiat money has destroyed humanity's diet and damaged our health, I realized while researching them that they barely scratched the surface of the deeply depraved criminality at play. In terms of the lives cut short, it would be no exaggeration to say that 20th century nutrition science and government food policies are the biggest crime in history, putting genocides and man-made famines to shame. More than an economic analysis, this topic needed a thorough forensic investigation to reveal the details of the barely believable sequence of events, spanning over a century, which led to the complete overhaul of the modern diet and the current obesity, diabetes, and autoimmune disease epidemic ravaging our species.

Many readers of *The Fiat Standard* told me how unexpectedly impactful that chapter was on their diet and health. They read the book to learn about economics, but discovered that everything they were taught about nutrition was wrong, and armed with that awareness, they were able to improve their diet and health enormously, as they were no longer spinning their wheels impotently trying to improve their health using the fiat science paradigm peddled by their university and TV. There was surely a case for a book focused purely on this topic, to target people interested in focusing on the issues of health and diet and not necessarily interested in delving into the fiat monetary system and its tentacles reaching into most of our life.

The topic required more investigation, readers were asking for something focused on this topic, and I wanted to write more on the topic, but I was deeply engrossed in my third book, *Principles of Economics*, a textbook which I had started writing before *The Fiat Standard*, and whose research and writing took me more time and effort than *The Bitcoin Standard* and *The Fiat Standard* combined. Then, in the summer of 2022, in my third year of writing *Principles of Economics*, I received a cold approach email from Matthew Lysiak, who introduced himself as a journalist looking to write about the topics of fiat money, fiat food, bitcoin, and meat. This was the book I wanted to write, but here I had an investigative journalist who had written extensively about crimes, making him far more equipped to study the crime of the century than an economist. He could dig into primary documents and sleuth his way around the historical record to uncover the motives and circumstances of this crime, and how it developed. *Fiat Food* is the book I would have wanted to write myself, but more thoroughly researched as only a whodunnit crime writer could. Yet I felt it was missing two chapters I would have liked to add to this if it were my book: one detailing my own personal experience in discovering fiat foods, and another on the approach I have taken to defeat these foods and banish them from my life and digestive system, after 15 years on an increasingly low carbohydrate and low processed food diet, culminating with 8 years as a carnivore. I asked Matthew if he would let me add those two chapters to his work, and he graciously agreed.

I am honored Matthew chose to publish *Fiat Food* with my new publishing house, The Saif House, making it the third book I publish, and the first one by an author other than me. I enjoyed reading this work immensely, and recommend it highly to my readers. Enjoy, and bon appétit!

Author’s Note

Two years ago, I first began to read *The Fiat Standard*, by Saifedean Ammous. I had previously read his first book, *The Bitcoin Standard*, and was greatly impressed by the intelligence and fearlessness conveyed by the author.

I had a similar reaction to *The Fiat Standard*, a brief history and analysis of the United States dollar, how it functions, and its pervasive effect on nearly all facets of American life. However, it would be after reading the eighth chapter of the book, titled “Fiat Food ‘’ when doubts first emerged concerning the writer’s credibility.

On the surface the conclusions being drawn in the chapter by Ammous read as if pulled from the plot of a dystopian science fiction novel: The American diet has been hijacked through a combination of flawed nutrition science, anti-meat religious groups, corporate influence, and a government eager to co-opt all three for the benefit of masking the true cost of an inflation it had created as a consequence of severing ties with the gold standard.

The premise was outlandish. A bizarre conspiracy theory. However, if

true, Ammous's thesis would be rightly considered one of the most consequential crimes of our lifetime, resulting in the premature death of billions of people over the past century.

As an investigative crime reporter by trade who has investigated many of the nation's biggest cases of crime and corruption over the past two decades, I dug deeper. First, I fact-checked the chapter. In a short time, it became clear the author had done his homework. Everything checked out.

The more I researched, the more I became convinced that Ammous *had* touched on one of the largest, most costly and, in terms of human life, most consequential conspiracies of the past century.

However, Ammous had only scratched the surface.

This book is written from the perspective of an investigative crime reporter with the purpose of presenting evidence to the reader on the corruption of the American food supply, the devaluation of the United States dollar, and how the two are intrinsically linked. What follows in the pages ahead is an examination of one of the most compelling "who-done-its" in American history.

This book is in no way to be regarded as a complete history of economics or as a health treatise on the benefits of meat. Rather, it is an attempt at uncovering a plot by the largest institutions of American power and the outsized ramifications this convergence has had on modern civilization.

Fiat Foods is divided into three sections. In the first section, The Poison Seeds, we highlight four of the most pivotal characters responsible for hijacking the health of our food and money, along with the religious, industrial, political, and economic conditions that enabled this corruption to gain a firm foothold in American life.

In section two, Fiat Death Spiral, we examine the motive, diving into *why* the government must maintain the perception that food prices are affordable, the different methods employed to accomplish that feat, and how, as a result of mutual interests, authorities have colluded with environmental religious anti-meat groups, as well as leaders of industry. This section also discusses the corrosive effects the alliance between government, religion, and corporate interests has had on the health, wealth, and autonomy of the American people.

In the third section, How Bitcoin Fixes This, we discuss and analyze how, through the implementation of a decentralized electronic hard

currency, Bitcoin, the fiat system responsible for poisoning our money and food, would be rendered obsolete. This opens up a pathway to a future where humanity can begin to reclaim their health, wealth, and liberty.

This book is not intended as a textbook in which chronological order is strictly followed but as a crime story where the reader is taken on a journey through time to pull the curtain back on one of America's most consequential, yet largely unspoken, scandals. As a result, several of these sections may appear to overlap, most notably between science, industry, activist groups, and government. This is not by accident but a result of the incestuous nature of all four, which will be spelled out in the pages to follow. Please note that I am not a doctor or nutritionist, so nothing here should be considered medical advice.

Of the 117 Freedom of Information Act requests relating to historical documents requested for this project, none have been fulfilled at the time of this writing. Fortunately, the substantial amount of already public information proved to be more than adequate for the purposes of this book.

This work has benefited from the foundation already set down by countless others who pushed limits and risked careers to acquire much of the data used in the compilation of the argument to be presented.

For a more in-depth understanding of economics and Bitcoin, read *The Bitcoin Standard*, *The Fiat Standard*, and *Principles of Economics*, all written by Saifedean Ammous. For a more thorough understanding of how the health field has been corrupted, read *The Big Fat Surprise*, by Nina Teicholz, and *Good Calories, Bad Calories* by Gary Taubes. For a more thorough understanding of the political and economic conditions of the period, read *Three Days at Camp David*, by Jeffrey E. Garten and *The Price of Peace*, by Zachary D. Carter. These seven books, along with many others, have been instrumental in the completion of this book.

Prologue

President Richard Nixon took his seat behind the Resolute desk of the Oval Office on Sunday, August 15, 1971, at 8:55 p.m. Eastern Standard Time and gazed down at the seventeen triple-spaced pages in his hand. To his right, an American flag. To his left, a presidential flag.

Only a small group of the President's staff had been informed of the speech when two days earlier, on Friday the 13th, 1971, unbeknownst to the press, choppers whisked away the administration's economic crew to a secret location, Camp David. Nixon knew his presidency teetered on the verge of political collapse. Earlier that month, the unemployment numbers had come out and they looked grim, having gone from 4 percent to 6 percent. Worse (politically), the rate of inflation had risen to 5.84 percent.

It was a bewildering obstacle for a president who had accepted the mainstream Keynesian economic premise that high inflation and unemployment could never coexist. Yet the laws of economics as he knew them had been seemingly turned on their heads, forcing the first-term President to confront an ugly ultimatum in having to decide which of the two options before him would be more economically palatable for the nation.

Nixon believed it to be a moment that called for bold action. He had

thought his narrow loss in the 1960 presidential election to John F. Kennedy was due to a badly timed recession[1] and had vowed to himself and staffers that history would not repeat itself. This time, the President would do anything and everything to ensure the economy would not become a political liability heading into the November 1972 reelection bid.

In discussing solutions to the economic turbulence with his staff, Nixon expressed his view that the country could tolerate a degree of inflation, as long as it was slow and incremental. However, the citizenry would not stomach another bad employment report, telling advisors ahead of the secret Camp David meeting that he was “not about to be a hero” on inflation at the expense of the job market.[2]

Nixon believed the path to lowering the rate of unemployment would mean confronting another, perhaps more formidable, hurdle. If he was going to get Americans back to work, Nixon was going to have to flood the country with more dollars. However, the actual implementation of such a task would prove problematic. At the time every $35 could be redeemed for one ounce of gold, and the United States Treasury didn’t have the reserves of gold needed to increase the dollar supply to the degree the administration believed would achieve the desired outcome.

The United States Treasury was already underwater. By the summer of 1971, America had just $10.2 billion in gold—and owed more than $40 billion in terms of the circulating dollars. The United States did not have enough gold bullion to back the dollars it had already put into circulation, much less to expand that amount.

Still, Nixon was determined not to give up. Ahead of the Camp David meeting, the President and his team contrived an ambitious plan that would shock his advisors, the nation, and the entire world: He would unchain the dollar from the constraints of gold.

No one could know for sure how the American people or leaders of foreign nations would react. The President was about to embark on an epic political gamble for the ages.

The decision was made. All that was left to do was inform the nation.

All four networks would be carrying the speech live. The National Broadcasting Company, the American Broadcasting Company, and the Educational Broadcasting Corporation would interrupt their regular scheduled programming while the Columbia Broadcasting Company made the decision to start the *Sonny and Cher Comedy Hour* at 8:00 p.m. instead

of 8:30 p.m. so that the hour program could run in its entirety before the address. Nixon had been worried about the speech interrupting NBC's popular *Bonanza*, but the urgency of the moment would win the day.[3]

At 9:00 p.m., the camera zoomed in on the President's face. He gazed into the camera, cleared his throat, and straightened his seventeen triple-spaced pages of notes. What happened next would be among the most pivotal decisions in history, setting off a chain reaction of unintended consequences that would spread through the rest of civilization like a cancer, corrupting nearly every part of human existence and nowhere as consequential than the economic and physical health of the people.

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1 Richard M. Nixon, *Six Crisis* (Doubleday, 1962).
2 Jeffrey E. Garten, *Three Days at Camp David* (Harper Collins, 2021).
3 Garten, *Three Days at Camp David.*

> “The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government, which is the true ruling power of our country . . . . We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct, or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind.”
>
> —Edward Bernays, Father of Public Relations

PART 1

The Poison Seeds

By the turn of the century, America had established itself as a world power, flexing its economic and political muscle on the international stage.

The American economy between 1900 and 1917 had been marked by prosperity and expansion. Since the 1870s, the gold standard had been the basis for the international monetary system with the entire American citizenry holding more than $1 billion in the precious metal.[4] Gold coins existed but, like today, most exchanges were conducted through paper banknotes or bank transfers.

The promise that dollars would be redeemable in gold inspired confidence, spurring investment and savings and assuring Americans who held the currency that by presenting their "promissory notes," they would be able to convert their paper on demand into gold in the form of coins. With the increase in the supply of gold being (relatively) stable, growing by an average of 1 percent to 2 percent per year, citizens could be certain that their dollar's purchasing power would hold value over time, and in the event of the technological developments certain to come, see its purchasing power increase.

A one-dollar bill in 1900 could buy a pair of leather shoes, a women's housedress, or more importantly, be saved with the confidence that it would be able to purchase more goods tomorrow than it could today.

In the early 1900s, beef was king of the dinner table—and lots of it. The

average American ate about 175 pounds of meat a year, mostly beef.[5] Breakfast tables were often filled with eggs, along with a side of bacon, sausage, or both.

The cardiovascular health of citizens was better, too, especially when it came to heart health. In 1910, the leading cause of death was influenza, with heart disease ranking far down on the list, buried under gastrointestinal infections. For many Americans, the phrase “heart attack” had not yet entered their lexicon. This period was also filled with stunning new scientific advancements and innovations that had begun expanding not only the way Americans viewed themselves but what they believed to be possible in the future.

On May 20, 1891, Thomas Edison previewed his new strip motion picture film at Edison’s West Orange, New Jersey, laboratory. Later that same year, he would also patent the radio. Also in 1891, the alternating current was transmitted for the first time by the Ames Power Plant near Telluride, Colorado, by Lucien and Paul Nunn. The next year, the General Electric Company would form, which would be followed soon after by the electrical illumination of homes from coast to coast.

Transportation was on the cusp of arguably its biggest revolution since the discovery of the wheel, when in 1903 the Wright brothers had accomplished what the leading scientific experts of the day had believed to be impossible. They had invented the first gas motored and manned airplane. In 1908, Henry Ford sold his first Model T to the public. Within a handful of years, most Americans would own a Model T of their own, connecting rural Americans with the rest of the country and eventually leading to the numbered highway system.

A long-standing political debate over the nation’s money system had been peacefully settled. The political division that had been simmering since the 1890s over whether the United States should support its currency with gold or with both gold and silver had finally been resolved. The battle had been fiercely debated.

Most Americans, known as “gold bugs,” wanted a gold standard, believing the United States should support its currency with the hardest money available to ensure the value of the dollar remained high. Many other Americans, called “silverites,” wanted the United States to support its money with both gold and silver. It was their belief that by adding the metal, whose quantity was much higher than that of gold, would devalue

the dollar, drive down prices, and spur economic growth. The argument would break down along party lines leading up to the 1896 election. The Republicans had favored the gold standard, while the Democratic party made threats to devalue the dollar by allowing "free coinage of silver." With the economy booming, McKinley and his running mate, Teddy Roosevelt, channeled the economic prosperity of the time into the successful campaign slogan, "Four more years of the full dinner pail."

In 1900, the American electorate cast their vote for gold with the reelection of Ohio's William McKinley as the nation's 25th president, thus becoming the first president to win consecutive election bids since Ulysses S. Grant in 1872. Upon President McKinley's reelection, Congress would pass the Gold Standard Act, halting the practice of bimetallism and setting the value of gold at $20.67 an ounce.

McKinley's reelection and the monetary certainty that accompanied it would breathe new life into the American economy. By the end of his first month in office, it was being reported that the increased demand for goods had led to the reopening of factories that had been closed since the depression of the 1890s.[6]

Americans entered a new century brimming with optimism and for good reason. The United States was now the world's most affluent country. For most Americans, life was better materially than it had ever been. It was a time of prosperity where leisure was no longer only for the affluent and vacations for the emerging middle class became the new norm. It was believed that anything was possible. This was the place of the self-made man, the American Dream, and of "rags to riches."

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4 This number is based on the St. Louis Fed recording of 610,806 gold coins in circulation multiplied by the June 2, 2023's 1,953.13 price of gold.

5 Nina Teicholz, *The Big Fat Surprise* (New York: Simon and Schuster, 2014).

6 Harry Monroe, "American History: McKinley and the Gold Standard Win in 1896," *VOA June 30, 2010 Web*

Chapter 1

John Maynard Keynes

On June 28, 1914, Archduke Franz Ferdinand, the heir to the throne of the Austro-Hungarian Empire, was murdered while visiting Sarajevo by a Franenage Yugoslav nationalist. The empire would quickly retaliate by declaring war on Serbia.

Soon after, a series of dominoes began to fall as the move set into motion a chain-reaction of political alliances that pulled the major empires around the world onto war footing. The world would find itself plunged into what would become known as the “Great War.”

Among the first and most profound casualties of the battle would be the Bank of England. It was the first Sunday in August of 1914 when panic struck the Prime Minister, members of the Parliament, and the financiers. What had once been unthinkable was now on the verge of becoming a reality. The Bank of England and in turn, the entire empire, teetered on the brink of collapse. Like the *Titanic* two years earlier, the once believed to be unsinkable bank was taking on water. And fast.

In the early 1900s, the Bank of England had gained worldwide recognition as the epicenter of a new, booming industry in international trade and in doing so, had become the world’s most prominent central bank. This served as a model for the Federal Reserve, which had been established

by a cartel of powerful bankers the previous year in the United States. However, as the first week of August 1914 drew to an end, the bank was on the brink of crumbling amid the most violent financial crisis it had ever experienced: its supply of gold reserves were rapidly vanishing from its vaults and seemingly nothing could be done to stop the bleeding.

The continent was in a full panic. Within days of the assassination, financial uncertainties had spread to investors, who were rightly worried that governments across Europe would devalue their currency to finance war and had rushed to convert whatever financial holdings they had into gold. First, the Vienna stock market crashed, then the tentacles of chaos swept through the rest of Europe, as banks and investors who suffered losses in one city traveled down the road, withdrawing money from the next. As the scale of the crisis became clear, governments across Europe attempted to shut down stock exchanges to halt the swooning prices and market crashes. However, instead of restoring calm and order, the series of government decrees that followed, most of which had the effect of preventing people from withdrawing their own money, only snowballed into more panic.

However, once the hysteria had pressurized itself at the economic jewel of the world, the leaders of the superpower Bank of England assembled and were determined to take action to blunt the trauma. The bank had been experiencing epic shortfalls of funds. Every day, millions of dollars' worth of debts were due in London, but the war declaration and the panic that followed made debtors around the world unable to meet their obligations. More pressing, the Bank of England couldn't pay the lines of people waiting outside of their own offices, notes in hand, expecting to redeem their paper for the gold they had been promised.

If dramatic action wasn't taken and soon, authorities would run the risk of exposing the bank as a fraud. It didn't have enough gold to fulfill all the paper notes it had pledged could be exchanged for the precious metal. The bank had promoted itself as an adherent to a strict gold standard; however, a significant percentage of the banknotes had been created and distributed as a matter of faith on the bank's prestige. Unbeknownst to the public, the value of these notes was not backed by reserves of gold but instead on the creditworthiness of the British government, which at the time ranked among the most powerful military forces in the world. For years this system had worked, as a critical mass of the bank's depositors never had a desire to

redeem their gold at the same time. However, now the entire house of cards was about to come crashing down, and with it, the sterling name of the world's greatest bank.

The bank had tried to save face, redeeming 12.3 million pounds in gold coins during the last six days of July from its 25.6 million of total reserves.[7] But as the drums of war beat louder, the bank reserves continued diminishing at an exponentially faster rate. Officials knew it was unsustainable. Something had to give.

The first order of business, authorities had decided, was to stop the hemorrhaging. Officials at the bank hatched a plan to buy themselves some time in calling for a national bank holiday extending from Monday, August 3 to include the next Tuesday, Wednesday, and Thursday. The bank windows closed, the gold would remain out of the hands of the British subjects who held claim to it and reside safely in the treasury's vaults.

It would be an unprecedented move for the empire. However, soon it had become apparent there was a glaring hole in the plan. While successful in separating the British subjects from their money—at least temporarily—foreign governments were still allowed to redeem their notes for gold. The French, to shore up their own banks, had already withdrawn four million in gold. Other countries followed suit. As a result, new money stopped entering the bank but continued being pulled out by foreign actors.

The bank had more than tripled its interest rates to an unprecedented 10 percent in an attempt to redirect the flow of gold back into the country.[8] However, the move would barely register a blip on the ledger. Officials were at a loss. It appeared nothing would stop the outflow of gold. It was only a matter of time before the most prestigious bank in the world would be bled completely dry.

By the early 1900s, the Bank of England had expanded its operation to include a catalog of other financial services. However, the foundation of its reputation had been built off one sole obligation to its customers: Anyone who presented the bank with legitimate paper money had to be paid in gold, on demand.

For as long as anyone living in Europe at the time could remember, the only thing that had given paper money power was gold. Throughout history, past generations had experimented with other forms of currencies, but rocks, seashells, glass beads, tobacco, and all others would always give way to the scarcest hard currency. In time, a vast majority of civilization would

arrive at the hardest currency of all—gold.

Rulers never had to impose gold upon their people. It was the people who chose gold and imposed its value upon any ruler who sought legitimacy. Gold met all the requirements of a viable money—it is rare and increasing annually at a fraction of its total supply. It is durable, with most of the metal that existed on earth a thousand years ago still present in some form today. And gold is scalable, able to be divided into smaller parts, and can be easily transported for trade.

By the beginning of the twentieth century, nearly every major government around the world had come to a similar conclusion. By the early 1900s, the currencies of all major countries were issued in precious metals or paper notes that carried the promise of those metals. Throughout history, various attempts at the issuance of government paper notes *without* possession of the corresponding gold had been attempted. However, each time a ruler tried to create money out of fiat or by decree, catastrophe would inevitably follow.

Among the first records of a fiat currency came from the Venetian merchant and explorer, Marco Polo, who during his travels to China in the thirteenth century, observed what to him appeared to be a strange new scheme devised by the Mongol ruler Kublai Khan, the reaction of which he described in his writing, *The Travels:*

> "The emperor's mint then is in this same city of Cambaluc, and the way it is wrought is such that you might say he has the secret of alchemy in perfection, and you would be right. For he makes his money after this fashion. He makes them take of the bark of a certain tree, in fact of the mulberry tree, the leaves of which are the food of the silkworms, these trees being so numerous that the whole districts are full of them. What they take is a certain fine white bast or skin which lies between the wood of the tree and the thick outer bark, and this they make into something resembling sheets of paper, but black. When these sheets have been prepared they are cut up into pieces of different sizes.
>
> "All these pieces of paper are issued with as much solemnity and authority as if they were of pure gold or silver; and on every piece a variety of officials, whose duty it is, have to write their names, and to put their seals. And when all is prepared duly, the chief officer deputed by the Khan smears the seal entrusted to him with vermilion, and impresses it on the paper, so that the form of the seal remains imprinted upon it in red; the money is then authentic. Anyone forging it would be punished with death. And the Khan causes every year to be made such a vast quantity of this money, which costs him nothing, that it must equal in amount all the treasure of the world.
>
> "With these pieces of paper, made as I have described, he causes all payments on his own account to be made; and he makes them to pass current universally over all his

> kingdoms and provinces and territories, and whithersoever his power and sovereignty extends. And nobody, however important he may think himself, dares to refuse them on pain of death. And indeed everybody takes them readily, for wheresoever a person may go throughout the great Khan's dominions he shall find these pieces of paper current, and shall be able to transact all sales and purchases of goods by means of them just as well as if they were coins of pure gold."

The Mongolian ruler, through the declaration that only his paper could be used in transactions under the penalty of death, would be able to redistribute nearly all the gold, treasure, and tangible valuables owned by the entirety of his people from their private hands and into his personal treasury, according to Polo.

> "Furthermore all merchants arriving from India or other countries, and bringing with them gold or silver or gems and pearls, are prohibited from selling to any one *[sic]* but the emperor. He has twelve experts chosen for this business, men of shrewdness and experience in such affairs; these appraise the articles, and the emperor then pays a liberal price for them in those pieces of paper. The merchants accept his price readily, for in the first place they would not get so good an *[sic]* one from anybody else, and secondly they are paid without any delay. And with this paper money they can buy what they like anywhere over the empire, while it is also vastly lighter to carry about on their journeys. . . . So he buys such a quantity of those precious things every year that his treasure is endless, while all the time the money he pays away costs him nothing at all. Moreover, several times in the year proclamation is made through the city that any one *[sic]* who may have gold or silver or gems or pearls, by taking them to the mint shall get a handsome price for them. And the owners are glad to do this, because they would find no other purchaser give so large a price. Thus the quantity they bring in is marvelous, though those who do not choose to do so may let it alone. Still, in this way, nearly all the valuables in the country come into the Khan's possession."

As Khan increased the amount of paper notes, his personal treasury continued to grow larger, while the people of his kingdom saw their wealth collapse as the notes they held decreased in value. In 1368 the entire system collapsed. The succeeding Ming dynasty would return the kingdom to a hard currency, silver, in 1450.

Centuries later, another issuance of paper money would be attempted. In 1690, the American colony of Massachusetts wanted to launch an offensive invasion on Quebec in French Canada but didn't have the money and couldn't get enough in taxes to pay the heavy price of war. Not to be deterred, it printed paper notes "backed" only by the good faith of the colonial government that were, in turn, paid to soldiers for the expedition. The mission would fail, as would the experiment in unbacked notes, with many rejecting the paper out of hand. The printing presses that created them

were quickly locked so no one could print anymore paper slips while much of the money that had been in circulation was destroyed.[9]

Further attempts at what Marco Polo called paper “alchemy” would continue over the next two hundred years, with all eventually meeting similar ends. First came the inflation of the money supply. Next, the people would experience a rise in prices as increasing supplies of paper notes chased after the same amount of goods. Simultaneously, savings would be devalued and purchasing power diminished as economic activity would begin circling down the drain until either the printing of paper had been stopped or the entire lifeblood of wealth had been extrapolated from the people and into the coffers of those in control of the printing press.

By the mid-1800s, the widespread implementation of the gold standard had arrived, and with it, the inflationary cycles of booms and bust would give way to economic prosperity enabled through the stabilization of the money supply.[10] However, the era of financial prosperity and innovation wouldn’t last long. World War I marked the beginning of the end for gold as a world reserve currency. The funding of the war would depend on it. All it would take was for someone to come along with just the right justification to resurrect the magic of paper alchemy.

On August 14, 1914, the reality hitting the Prime Minister, members of the Parliament, and the financiers stared back at them through the black and white lines of the printed ledger sheets; if circumstances didn’t change, and immediately, the bank would soon exhaust its gold reserves. Having already closed the gold exchange windows to the British subjects, officials would take another unprecedented move by cutting off all gold payments to foreign customers, banks, and governments.

Fortunately for the British leaders, they had a convenient scapegoat. The Great War had led to the rising cost of insuring international gold shipments, making it more difficult to move money abroad. The British argued it was too dangerous to send money on boats overseas at a time of war. Now, it was hoped that with no more gold allowed to leave England, it could finally begin the process of stabilizing the bank.

However, the monetary power brokers knew that, at best, it would only be a temporary fix, whereas foreign leaders had no choice but to accept Britain’s excuse that war had made shipping too costly. The British public was on the verge of a panic. Others feared violence. Leaders understood that the clock was ticking and banks would have to reopen. But how? And

when?

A secret joint committee was tasked with coming up with a rescue plan and submitting it to the British Treasury. It would be a highly elite group, with only those believed to be the best minds in the kingdom called, amongst them, a thirty-one-year-old unknown academic by the name of John Keynes.

John Maynard Keynes was born on June 5, 1883, in Cambridge, England, to an upper-middle-class family. His father, John Neville, worked as an economist and a lecturer in moral sciences at the University of Cambridge, and his mother, Florence, worked as a local social reformer. John and Florence would have two more children. But Maynard, as he became known, was unique from the others in his fragility. As a little boy, Maynard always seemed ill and an easy target for any colds or influenza attacks making their rounds.

Still, the frail child grew into a young man with a gift for oratory. Classmates and acquaintances would later recall how young Keynes could argue aggressively on any subject, from any position, and with a solid confidence and bluntness akin to a brick in the face of any opponent standing in his way.

During his early teen years, Maynard immersed himself in his studies, determined to make a name for himself in the academic world.

In 1903, Keynes became a member of the Fabian Socialism group, an extreme movement that had emerged out of London in 1884.[11] The group had been aimed at upending the existing free market order and replacing it with the establishment of a socialist world government controlled by its Fabian leaders and their financial allies. The subversive nature of the group would be illustrated by the Fabian Window, a stained-glass artwork commissioned by Bernard Shaw in 1910, which showed Fabian leaders forging a new world out of the old, while other Fabians kneeled before a stack of Fabian books.

On the window, a poem is written:

“Dear love, couldst thou and I with fate conspire
To grasp this sorry scheme of things entire,
Would we not shatter it to bits, and then
Remould it nearer to the heart’s desire!”

Appearing in the bottom half of the window art would be the Fabian

“coat-of-arms,” which consisted of a wolf wearing a sheepskin and bearing the initials F.S. in homage to the Fabian tactic of achieving its ends by stealth. Time would reveal it to be a code Keynes had taken to heart.

IN AUGUST 1914 AT THIRTY-ONE YEARS OLD, KEYNES WAS STILL AN OBSCURITY. After earning a degree in mathematics at Cambridge, he was holding only a minor academic post and received a letter from an acquaintance, Basil Blackett. Blackett had been working at the British Treasury for over a decade when the war broke out and had been impressed by Keynes’s sharp intellect. In a letter dated Saturday, August 1, Blackett wrote to Keynes requesting that he come to London.[12]

“I wanted to pick your brains for your country’s benefit and thought you might enjoy the process,” Blackett wrote. “If by chance you could spare time on Monday, I should be grateful, but I fear the decisions will all have been taken by then.”

Keynes had been keenly aware of the economic struggles sweeping through Europe and the pivotal importance of the Bank of England to the world’s system of trade, later writing, “The influence of London on credit conditions throughout the world was so predominant that the Bank of England could almost have claimed to be the conductor of the international orchestra,”[13] and added, “If London were to go down, global finance would go down with it.”

Reading between the lines of Blackett’s letter, Keynes had an immediate understanding of the opportunity. The empire wanted *his* input on how best to solve the most critical economic crisis that had ever confronted the continent. Keynes understood that the decisions made during the next few days would shape England’s economy leading into the future . . . and with it, the entire world.

After hitching a ride on a motorcycle, the young man arrived in London to find himself seated at the same table among leaders of government and banking, all desperately debating how to navigate the monetary crisis of the century.

The plan pitched by Keynes was revolutionary. Keynes argued that any foreigner who attempted to redeem his notes for gold should be paid in full. In the bank continuing to pay foreigners on demand in gold, Keynes believed London’s preeminence as the global financial center would be preserved, along with its economic power. However, subjects of the British

Crown, including the banks themselves, would be handed a new paper currency alternative. This, Keynes believed, would accomplish the goal of keeping the gold out of the hands of the British people and more importantly, under control of the treasury.

Knowing the people of England would never tolerate having their gold taken in exchange for decorated pieces of paper, Keynes then unfurled the second part of his plan, a manipulative scheme to make it appear to the public that the paper being employed *was* redeemable for gold, and therefore, as good as gold. In reality, the plan would include a deterrent sufficient enough to keep any "ordinary man" from being able to make the exchange.

In private, he boasted of the deception. "Gold should only be available at the head office of the Bank of England," Keynes wrote in a letter to a friend. "The only way in which the ordinary man, who had no real need for it, would be able to obtain gold would be by going to the bank in person."[14] Keynes was aware that for the vast majority, the several days of travel it would take to get to the bank's head office would be too costly and time prohibitive to justify any potential reward.

Prime Minister David Lloyd George approved of Keynes's proposal, and the treasury began the rushed process of getting the new paper printed in time for the end of the bank holiday.

When the bank doors opened on August 7, leadership across Britain held their collective breath in anticipation of how the people would respond when handed the new paper notes. To their relief, the new paper currency was accepted. Prices didn't immediately skyrocket, as some had feared, and the Bank of England would stabilize. It appeared Keynes's scheme had worked, at least temporarily.

THE 1914 CRISIS HAD MADE A NAME FOR KEYNES. FOR HIS EFFORTS, HE WAS GIVEN a job as top advisor on British War finance, which at the time was considered one of the most prestigious positions in the entire British government, and in turn, the world. However, while officials appeared to have abated a bank crisis in the moment, the Great War roared on, requiring still more monetary manipulation to fund the battle.

The British had aimed to raise another 350 million by November 1914, this time from private investors through the issuance of war bonds, offering an interest rate of 4.1 percent and a maturity of ten years. However,

leadership's enthusiasm for war was not shared by the British people, who not wanting to part with their gold for the purpose of a conflict that hadn't reached their borders, would only purchase a third of the available bonds.

The Bank of England wouldn't be deterred. Leadership was determined that war would continue at all costs, whether the public wanted it or not. However, instead of admitting the public had no appetite for further bloodshed, British authorities used the media in hopes of manufacturing phony enthusiasm.

In a November 23, 1914, report the *Financial Times* gushed that the loan had been oversubscribed by £250,000,000. "And still the applications are pouring in."[15]

When the propaganda failed to spur the needed funds, British authorities hatched another scheme. It secretly made up for the shortfall through generating fake loans registered under the names of bank employees to obfuscate the fact that the bank was using people's gold and accounts to lend to the treasury. Few showed more appreciation for the deceit than Keynes, who while entrenched in his position at treasury, praised the effort, writing that, "The effects of these transactions, the magnitude of which has been successfully concealed from the public by a masterly manipulation of the bank . . ."[16]

In John Maynard Keynes, the British government had found a new hero.

By providing intellectual justifications for the conversion of people's money from gold to paper notes, leadership would be able to inflate the money supply to continue to bankroll a war it desperately wanted to wage, despite lacking the gold in its vaults or the support from the majority of its citizens. This marked a major turning point in the history of not only economics but the world. No longer would governments need to use their own supply of gold, sell bonds, or collect taxes to conduct spending or wage war.

Through the bank's clever inflation of the money supply, leaders across the world had a blueprint on how to release themselves from the constraints of gold without the political liability of raising taxes on their constituents. Disguised under the veil of academia and monetary science, most of which being indecipherable to the public, Keynes and his colleagues at the bank had demonstrated that, if needed, authorities could covertly access the wealth of an entire nation through paper disguised as debt.

Next, President Franklin Roosevelt would employ Keynesian economic

reasoning to justify a draconian confiscation of the American people's wealth in April 1933. Like the Mongol ruler Kublai Khan, as observed by Marco Polo, Roosevelt would trade pieces of paper for the gold of its citizens. However, unlike Khan, he would do so by force, not persuasion.

In justifying the theft, the President argued that the only way for the country to claw itself out of the Great Depression was to increase the nation's money supply. Since at the time the nation was tied to a fractional gold standard requiring 40 percent of the value of paper currency in circulation to at all times be backed by the precious metal, if Roosevelt wanted to print more money, he would need more gold. To accomplish this feat, the President waged a divisive propaganda campaign, casting blame on the greedy rich's "hoarding gold" as the party responsible for the nation's economic struggles, while claiming that only through the forced redistribution of wealth from the people to the government could prosperity be achieved.

On April 5, 1933, Roosevelt formalized the plunder with the issuance of Executive Order 6102, which prohibited citizens from owning more than $100 worth of gold coins, with all "hoarders" forced, by law, to sell their "excess" gold to the government at the price of $20.67 per ounce in paper.

On January 15, 1934, the President took it a step further, arguing before Congress that the measure be made permanent, claiming that "the practice of transferring gold from one individual to another or from the government to an individual within a nation is not only unnecessary, but is in every way undesirable." He continued that the US government should take permanent legal ownership of "all supplies of American-owned monetary gold."

Two weeks later on January 30, Congress passed the Gold Reserve Act, which legally nationalized all gold in the United States. The next day, Roosevelt devalued the dollar from $20.67 per ounce to $35 per ounce—a price it would remain at until 1971. In the span of a single decree, the government had instantly robbed millions of American citizens at a rate of $14.33 per ounce of gold. However, despite all the new paper dollars flowing from the United States Treasury into the economy through a dizzying array of new government spending programs, the American economy didn't improve. Instead, it got worse.

In the fall of 1935, after criticism was leveled against the economic policies implemented by President Roosevelt, Keynes was asked if his theory that a nation could spend its way back to prosperity had been

exposed as a failure.

"It is actually succeeding in the United States now," he maintained. "Its critics are short-sighted."

Keynes would double-down on his theory in 1936 upon publication of his magnum opus, *The General Theory of Employment, Interest, and Money.* In it, Keynes explained how his monetary philosophy refuted prior centuries of thinkers who believed economics belonged in the realm of reason, writing:

> "A large proportion of our positive activities depend on spontaneous optimism rather than on a mathematical expectation, whether moral, or hedonistic, or economic. Most, probably, of our decisions to do something positive . . . can only be taken as a result of animal spirits—of a spontaneous urge to action rather than inaction, and not as the outcome of a weighted average of quantitative benefits multiplied by quantitative probabilities. Enterprise only pretends itself to be mainly actuated by the statements in its own prospectus . . . Only a little more than an expedition to the South Pole is based on an exact calculation of benefits to come. Thus if the animal spirits are dimmed and the spontaneous optimism falters, leaving us to depend on nothing but a mathematical expectation, enterprise will fade and die; though fears of loss may have a basis no more reasonable than hope of profit had before."

In July 1944, what became known as "The Bretton Woods" system was finalized by delegates from forty-four countries. Primarily designed by Keynes, the system was meant to promote stability and economic growth in the post-World War II world by establishing an international money. Under the Bretton Woods agreement, all countries would peg the value of their currency to the US dollar, which, in turn, would be pegged to gold. In making the agreement, the United States pledged that any foreign holder of American dollars would be able to exchange them to the US Treasury at $35 per ounce of fold on demand.

The world economy would once again be supported by gold—as long as America kept its pledge.

Keynesian philosophy would continue to spread throughout the United States in the 1960s, rising up from the universities where *The General Theory of Employment, Interest, and Money* had become mandatory reading for anyone hoping for a degree in the field of economics.

In a commencement speech at Yale on June 11, 1962, President John F. Kennedy echoed Keynes in a speech to the graduating class. He said the problems facing that generation would "relate not to basic clashes of philosophy or ideology but to ways and means of reaching common goals

. . . What is at stake in our economic decisions today is not some grand warfare of rival ideologies which will sweep the country with passion, but the practical management of a modern economy." Further, President Kennedy would adopt the Keynesian view that budget shortfalls would have a stimulative effect across the economy, marking the first time a US president *planned* deficits as an economic strategy in a time of neither war nor economic emergency.

Free market capitalism was out. Government debt was in. From the halls of academia to the White House, everyone, it seemed, was a Keynesian now.

Keynes had shown an acute understanding for the consequences of budget deficits, predicting that future governments burdened with heavy debts would have no choice but to inflate their currency and approvingly seeing it as a hidden tax.

"Lenin was certainly right," Keynes wrote. "There is no subtler, no surer means of overturning the existing basis of society than to debauch the currency."[17]

Once unthinkable throughout the '60s, budgetary deficits became routine. Between 1964 and 1971, there would be only one year where the United States held a budget surplus—1969—which was believed to be the result of an accounting gimmick. However, Keynes wasn't worried, responding to concerns about the growing accumulations of negative balances by explaining that "in the long run, we are all dead."

By August 1971, President Richard Nixon had inherited the White House, along with the accumulated debt from the administrations that had preceded him. The United States Treasury had replaced the Bank of London in becoming the epicenter of world finance—and like its predecessor, found itself in a position of having more paper gold redemption notes than actual gold. A financial fraud was once again being perpetuated, this time by America. The bill owed was about to become due.

However, the most consequential costs wouldn't result from the crime, but the cover-up.

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Chapter 2

Ancel Keys

On Saturday, September 24, 1955, President Dwight D. Eisenhower was playing golf on the ninth hole at the Cherry Hills Country Club outside of Denver when he started to complain about an upset stomach. He suspected it was indigestion, since he had eaten a hamburger with slices of onion for lunch. He promptly returned home, where shortly after midnight he woke up with severe chest pain. The President of the United States was having a heart attack.

By the 1950s, America was going through a full-blown cardiovascular Armageddon as the number of heart attacks skyrocketed. The media went into overdrive to hype heart health events as a nightmarish epidemic . . . and for good reason. Nearly nonexistent in the early 1900s, within only five decades heart disease had risen to become the number one killer in the nation.

With a nervous public already on edge, watching the most powerful man in the country fall to the “silent killer” would serve to throw fuel on an already growing panic. For the ten days Eisenhower was in the hospital, the entire nation was focused on what was happening on the complicated inner workings behind their chest cavities. The question cycling through the minds of a worried populace was, “If the President of the United States

wasn’t safe, what chance did the rest of the public have?”

In their search for answers, the American people turned to one of their most trusted institutional crown jewels. Science. Incredibly, the man who would go on to have the single most impact on our concepts of nutrition and cardiovascular health in the history of the world was not a medical doctor. Instead, the man who brought the term “heart health” into the national lexicon didn’t earn his doctorate by studying the heart, human body, or even nutrition.

He studied fish.

ANCEL KEYS WAS BORN IN COLORADO SPRINGS IN 1904, THE ONLY CHILD OF working-class parents, Benjamin Pious Keys and Carolyn Emma Chaney, the sister of actor and director Lon Chaney. Ancel was two years old when his family moved to San Francisco, where his father had hoped to find work. That same year the Keys would move again, fleeing to Los Angeles following the Great Earthquake of 1906. The family home was left undamaged, but Benjamin’s place of employment had been destroyed. A year after the earthquake, the Keys family returned to the Bay Area and lived in Berkeley, where Benjamin found work at a print shop.

As a child in Berkley, Keys would later recall satisfying his early appetite for fresh fruit by stealing apples, apricots, and cherries from neighborhood orchards. Or, if Ancel had a little change in his pocket, he would take a trip into San Francisco’s Chinatown to buy an egg roll and two bowls of chow fan for 40 cents.

A young man who didn’t always fit in with his peers, Keys had a natural dislike of the social setting inherent in school. He fondly recalled how at the age of ten, he spent three days camping on the Grizzly Peaks with two friends after playing hooky.

“We didn’t see a solitary soul,” Keys recalled. “Just hiked and ate. Three breakfasts a day—Aunt Jemima pancakes, dried prunes, and bacon. Not too bad a diet.”

Although the family struggled at times financially, the decision of what to eat was rarely in doubt. With the era of processed foods having yet to establish a firm foothold into the American diet, some form of meat was usually served for breakfast, lunch, and dinner. Beef, if one could afford it. Whole milk was common, sometimes with every meal, and bread from the local bakery would often be slathered with fresh butter.

Keys would spend his teenage years based in California as he traveled the country, working an array of unusual jobs: a gopher in a lumber camp, powder monkey in a Colorado gold mine, a guano shoveler in an Arizona bat cave.

Keys's poor marks in high school, due in part to the extended absences from his travels, made college appear out of reach. However, Keys used his keen powers of persuasion to convince an algebra teacher, who had detected intelligence in the boy, to write a recommendation. It worked, and in 1922, Keys enrolled at the University of California at Berkeley. In addition to calculus and chemistry, Keys also studied German and Chinese, while he supported himself through a job at the university library where he worked thirty hours a week. After completing his first year, Keys left school to travel the world, working another series of odd jobs, this time including one as manual laborer aboard the merchant vessel the *SS President Wilson*, which took him to Shanghai, China.

Keys returned stateside to continue his schooling. He changed his major to economics and political science and graduated with a degree after three years.

However, after a stint working as a manager at the retail store, Woolworth, Keys found himself at a crossroads. The retail life hadn't suited him. On the advice of a former professor, Keys switched his attention to the sciences.

Keys went back to school, where he received a master's degree in biology in six months, an astounding feat considering Keys had previously never before taken a single college biology course. In 1928, Keys was awarded for his academic prowess with an assistantship at the Scripps Institution of Oceanography in La Jolla, California. From there, he won a postdoctoral fellowship from the National Research Council to study in Denmark under the Nobel Prize-winning biologist Dr. August Krogh.

In Denmark, Krogh tasked Keys with trying to solve a riddle that had long eluded scientists about saltwater eels: How was it possible that an eel's blood remained constant while they moved quickly between freshwater and saltwater? Keys successfully proved his hypothesis, that a mechanism existed inside the gills that regulated the saltwater throughout the blood of the eels.

Next would come a position at Harvard University, where he studied the effects high altitudes had on blood. For decades, Keys held the record for

the highest altitude arterial blood sample.

In 1937, Keys left Harvard to take a position at the University of Minnesota, coaxed by the offer to start a new institute—the Laboratory of Physiological Hygiene, where he would be in charge. The stated goal of the institute would be “trying to find out why people get sick before they get sick.”

During World War II, Keys was given an opportunity to expand his talents into a new field—nutrition. In 1941, he was assigned by the US War Department to design a nonperishable, ready-to-eat meal that could fit in a soldier’s pocket as an individual ration. After a note-taking stroll down the aisles of his local grocery store, Keys came up with the idea to create a series of singular packages containing “approximately four ounces of either meat, meat and egg product, or cheese spread, together with biscuits, confections, gum, cigarettes, and beverages with sugar.” He named the rations after himself, with the K standing for Keys.

The meals became infamous among the troops, earning ratings of only “palatable” and “better than nothing” from the soldiers, with many referring to the oddly colored rations as “dog food.”[18] More importantly, the rations proved a success in the eyes of the War Department. In recognition, Keys was named a special assistant to the Secretary of War. As part of his new job description, Keys began attending monthly meetings in Washington DC, where, through his government contacts, he was able to steer grant funds back to his laboratory at the University of Minnesota.

As World War II ended, Keys stayed in the field of nutrition and conceived a study that would provide data for relief workers dealing with starving populations—in particular, refugees in war-torn nations abroad. For the experiment, thirty-six men reported to the University of Minnesota beginning in November 1944 to volunteer for a thirteen-month study to research the effects of starvation. The purpose of the Minnesota Starvation Experiment, as it became known, was to study the mental, physical, and social effects of food restriction, the results of which would later be published in the paper *Men and Hunger: A Psychological Manual for Relief Workers*. By contemporary standards, a test that starves its participants would be considered highly unethical. However, Keys faced no backlash and was able to move forward with his research.

Over the course of the study, Keys and his team monitored the participants as they were incrementally deprived of food. After the

deprivation phase had come to an end, Keys and his staff monitored the subjects over the course of another twenty weeks to watch how their bodies rehabilitated. It was noted that while the physical bodies of the subjects appeared to heal quickly, their mental recovery proved more troublesome. Even after returning to their normal diets, many of the subjects became aggressive or suffered through extreme mood swings.

In one case, study participant Samuel Legg was out chopping wood one day when he brought the ax down on his own hand, amputating three fingers. “I admit to being crazy mixed up at the time,” Legg later explained. “I am not ready to say I did it on purpose. I am not ready to say I didn’t.”[19]

IT WOULDN’T BE LONG AFTER GERMANY’S SURRENDER WHEN HEADLINES OF WAR were replaced by a new deadly enemy: heart disease.

For his next act, Keys set his powerful mind and fierce ambition toward understanding heart disease and more importantly, finding an answer to the epidemic facing the American people. The solution, Keys believed, would be found in the American diet.

Before conducting any of his research in the field, Keys had already formulated an idea about what might be at the root of this new plague: cholesterol, a waxy substance carried throughout the body by lipoproteins that builds cells, produces hormones, and helps to insulate nerves.

Keys had observed that affluent American business executives who had high rates of heart disease were well-fed and most likely consumed the most cholesterol, while in post-war Europe, rates of heart disease had decreased dramatically as less cholesterol was consumed as a result of the disruption of food supplies.[20]

He would take his theory a step further. The cholesterol from eating fat, Keys had hypothesized, could cause a narrowing of the arteries that would cut off blood flow which would, in turn, result in a heart attack, like hot grease down a cold drainpipe. To Keys, everything about his idea appeared to make sense. All he needed was the evidence to confirm it.

In the fall of 1947, Keys initiated a study of Minnesota businessmen. Keys believed the research would vindicate his beliefs, revealing associations between the rate of cardiovascular disease, the total amount of cholesterol in the blood, and the consumption of saturated fats. However, in the eyes of other researchers, Keys’s proclamations touting evidence of “associations,” which only establish potential relationships and not

causation, would prove suspect, at best.

Keys first presented what he termed the “diet-heart hypothesis” linking the consumption of saturated fats found in animal meat to cholesterol to heart disease at a 1952 presentation at Mt. Sinai, New York.[21] The theory fell under immediate scrutiny from the scientists and researchers attending the presentation. If Keys’s bold claims were true, where was the evidence? Without the research to show his hypothesis, was it little more than another guess?

They were right to be skeptical. There was no more hard data that existed to support Keys theory that saturated fats were the cause of heart attacks than exhaust coming out of cars, vitamin deficiencies, uptight Type A personalities, or any of the other numerous ideas floating around at the time.

Keys found himself unprepared for the pushback. It was a mistake he was determined to never make again.

Over the next several years of his life, Keys would dedicate his resources, talents, and powerful force of will to prove his doubters wrong. However, instead of acquiring and testing new data to discover what conclusions could be drawn on the question of heart health, Keys set his sights on finding data that would support *his* already unshakeable conclusions.

In 1956, Keys undertook an ambitious wide-ranging study in hopes of finally settling the true cause of America’s heart scare. Armed with a $200,000 grant from the United States Public Health Service, it would be the first multicountry epidemiological study in human history, detailing the dietary habits of 12,700 men in Italy, Greece, Yugoslavia, Finland, the Netherlands, Japan, and the United States. He would call it the Seven Countries Study.

Once again, Keys claimed that the results from the study had vindicated his diet-heart hypothesis. The ten-year study, conducted among 12,000 middle-aged men in seven developed countries and completed in 1970, had revealed a clear-cut link between the amount and kinds of fats in the diet and the risk of dying from coronary heart disease, according to Keys.

The people of Finland, who consumed the highest percentage of saturated animal fats, had the highest blood cholesterol levels and were most likely to die from heart disease at an early age, Keys noted. Americans were only slightly behind the Finns in their consumption of fats and in

cardiovascular death rates. By contrast, the Japanese, who ate little fat of any kind but whose dietary fat was mostly in the form of polyunsaturated vegetable oils, had very low cholesterol levels and only rarely died of heart disease. His diet-heart hypothesis had been validated, Keys proclaimed.

Still, critics who reviewed the data remained unconvinced. Scientist Jacob Yerushalmy, founder of the Biostatistics Department at the University of California Berkeley, immediately saw red flags. In reviewing the research, he was alarmed that Keys had ignored populations that consumed heavy amounts of animal fat but did *not* die often from heart disease, such as Denmark, Sweden, and France. It appeared, for purposes of reaching a pre-ordained conclusion, that Keys had *only* picked the countries that might support his original hypothesis. Yerushalmy called Keys's work a "tenuous association," and argued, "quotation and repetition of the suggestive association soon creates the impression that the relationship is truly valid, and ultimately it acquires status as a supporting link in a chain of presumed proof."[22] Further, the mainstream scientific establishment had still refused to accept his diet-heart hypothesis. In 1960 the American Heart Association (AHA), the standard bearer of heart health, announced it hadn't accepted Keys's assertion, publicly noting that his evidence "did not stand up under critical examination."[23]

Professor John Yudkin, a highly respected researcher from the United Kingdom, concluded that according to Keys's own data, countries eating high amounts of fat were also eating more sugar, and a better case could be made that sugar consumption and not saturated fat intake had a higher correlation to heart disease. Could sugar be to blame?

Yudkin later explained his case for sugar with the publication of his book *Pure, White, and Deadly*, which outlined his findings purporting to show that sugar and carbohydrates—not fat—increased the risk for heart disease in rodents, chickens, rabbits, pigs, and students, while also raising insulin levels, contributing directly to Type-2 diabetes. People had been eating substances like meat and butter for centuries, it was noted by Yudkin, while up until the 1850s, sugar had been a rare treat for most people.

"If only a small fraction of what we know about the effects of sugar were to be revealed in relation to any other material used as a food additive," he wrote, "that material would promptly be banned."

Yudkin's thinking was grounded in data and common sense. Compelling evidence of both the negative health consequences of a high carbohydrate

diet and the benefits of a traditional meat-based diet had been available for more than a century by the time Keys had arrived.

Among the first and most notable diet crazes had begun in the mid-1800s, sprung by the determination of an obese upscale London undertaker, William Banting. Banting, who measured 5’5” and weighed 202 pounds, complained that the extra weight he had carried had been a huge imposition. He lamented he couldn’t tie his shoe standing up or do many of the normal tasks for which he had, in slimmer years, found enjoyment. Further, Banting had become tired of the “sneers and remarks of the cruel and injudicious.”[24]

However, his rotundness wasn’t due to a lack of physical activity, according to Banting. He had tried walking, riding horseback, rowing, and even manual labor. Still, no matter how much physical exercise he endured, his weight only continued to go up. Further, Banting had tried fasts, spas, and diuretic medications to cleanse water from his kidneys, swinging back and forth between the pendulum of advice from many of the best doctors of his day. The result continued to be the same: Banting kept getting bigger.

At last, Banting had a stroke of luck after being placed under the care of oral surgeon William Harvey, who had an unconventional idea on the cause of obesity. The surgeon had recently returned from a trip to Paris where he studied under physiologist Claude Bernard, who would later be called “one of the greatest of all men of science.” However, Bernard’s greatest contribution wasn’t in the field of obesity, but his work on diabetes in his discovering that the liver excreted glucose, the substance of both sugar and starch, which would accumulate excessively in the bloodstream of diabetics and at the expense of the elements of the blood passing through it.

Further, in eliminating foods from the diet that contained the sugar and starches, like bread and chocolate, and replacing them with foods that had little or no sugar, such as meat and dairy, it would have the effect of rolling back the excessive glucose in the blood that had been the source of the diabetes, returning the patient to a state of health.

Harvey hypothesized that since a connection seemed to exist between diabetes and obesity, with one often accompanying another, if a purely animal-based diet could reverse diabetes, it might also stand to reason it could also help in the elimination of excessive weight.

Desperate, Banting was willing to try the unorthodox idea. In August 1862, fifty-five-year-old Banting began eating three meals a day of meat,

fish, or game with evening tea while avoiding bread, sweets, beer, and potatoes. However, while restricting his food, he still drank what would today be considered excessive amounts of wine and liquor. He began to see immediate results and by early 1864 had lost an astounding fifty pounds.

Banting would publish his experience in a sixteen-page pamphlet titled, *Letter on Corpulence*, which would see the undertaker launched into celebrity. The letter began as follows:

> "Of all the parasites that affect humanity I do not know of, nor can I imagine, any more distressing than that of obesity, and having just emerged from a very long probation in this affliction I am desirous of circulating my humble knowledge and experience for that of my fellow man, with an earnest hope it would lead to the same comfort and happiness I now feel under the extraordinary change, which might be termed miraculous had it not been accomplished by the most simple, common sense means."

Banting shared that before endeavoring on his health journey, he had not been prone to self-indulgence of any kind, with the exception of the following: ". . . bread, milk, butter, beer, sugar, and potatoes more freely than my aged nature required, and hence, as I believe, the generation of the parasite, detrimental to comfort if not really to health."

The *Letter on Corpulence* unleashed the first worldwide diet movement. The pamphlet was translated in several languages for distribution throughout the world and implemented, to miraculous results, among everyone from soldiers to members of the royal family. Within a year, Banting had entered the English language as a verb for diet. In Swedish, "banta" is still the main verb for "being on a diet." However, for Banting, even more important than the wealth, fame and no longer having to endure the public ridicule over his robust size, were the notable improvements he would witness in his own physical health.

"I have not felt better in health than now for the last twenty-six years," wrote Banting. ". . . my other bodily ailments have become mere matters of history."

It would be nearly a century later when the popularity of a low-carbohydrate diet would be resurrected, this time through the physician and cardiologist Robert Atkins.

LIKE BANTING, ATKINS HAD FOUND HIMSELF AT A CROSSROADS DUE TO HIS physical health. He was overweight and had trouble getting patients. At the

age of thirty-three, he had become depressed, convinced that the consequences of his excessive weight had caused his life to deteriorate.

‘’I appeared to be forty-five,’’ Dr. Atkins would later write in remembering the period. ‘’I weighed 193 pounds and had three chins. I couldn’t get up before 9:00 a.m. and never saw patients before 10. I decided to go on a diet.”[25]

Atkins researched various weight loss regiments of the time before settling on a no-carbohydrate plan pioneered by Dr. Alfred W. Pennington.

During World War II, Pennington had conducted tests on twenty subjects. These test subjects were deprived of all sugars and starches for one hundred days. The results proved remarkable, with test subjects losing on average twenty-two pounds. Atkins began the Pennington diet with the goal of losing three pounds in the first month. He ended up losing twenty.

After being witness to his own success, Atkins began prescribing the diet to his overweight patients. In the first sixty-five patients treated, he claimed sixty-four had returned to their ideal weights, with the sixty-fifth still showing a positive health outcome. Word of the weight loss diet spread, with the media picking up on the stunning results experienced by those adhering to the low carbohydrate regiment. In 1970, Atkins’s plan went national, first becoming known as the Vogue diet after the magazine had published an extensive article on the protocol.

In 1972, he published, *Dr. Atkins’ Diet Revolution*. Its various editions sold more than fifteen million copies, making it one of the best-selling books in history. The doctor would later branch out to market his diet, selling scores of products including cookbooks, energy bars, and diet-oriented ocean cruises.

However, while much of the public spotlight shone brightest on Banting and later Atkins, numerous other researchers throughout the twentieth century had already arrived at similar animal based dietary conclusions.

- The Canadian dentist Weston Price, whose travels around the globe studying the diets and nutrition of various cultures at a time before the world had been assimilated, repeatedly discovered that a majority of the diseases afflicting modern people, including heart disease, cancer, and diabetes were rare or almost nonexistent in people who had not been exposed to refined sugars and flours. Price had observed that as non-Western groups abandoned indigenous diets and adopted

Western patterns of living, they showed increases in typical Western diseases.[26]

- In the 1960s, prominent doctor and professor, George Mann, studied the Masai tribe in Africa, where he discovered and chronicled a population that thrived on a high-fat, low-carb diet, which was composed of almost entirely no vegetables. Like Price, Mann's extensive studies of the Masai, who had sustained themselves almost entirely on a diet of meat, raw milk, and blood, revealed the people to be almost entirely free of the heart and metabolic diseases that had become prevalent throughout Western culture.[27]
- In the 1920s, anthropologist Vilhjalmur Stefansson researched the Inuits, an indigenous people who inhabit parts of Canada, Alaska, and Greenland. He discovered that despite sourcing nearly all of their food from hunting and fishing—specifically fatty animal proteins from seals and walruses in addition to caribou, moose, reindeer, fowl, and fatty fish—the Inuits exhibited almost no signs of metabolic disease. A study conducted between 1968-1978 showed that a district of 2,600 Greenland Inuits didn't have a single death related to heart disease.[28] Contrarily, the Inuit living in the more westernized parts of Greenland and who had been exposed to refined sugars and flours had similarity increased rates of heart disease as seen in Western cultures.[29] Further, the diet of North American Indians contained as much as 80 percent of calories from fat with no indication that they suffered from heart disease.[30]

In all, by the time Ancel Keys and his colleagues had arrived on the nutritional scene, nearly a century's worth of data had already been compiled, all of which pointed to one conclusion: The cultures who ate animal-based diets full of saturated fats were thriving, while wherever refined sugars and grains migrated, sickness and disease followed close behind.

Despite the avalanche of evidence, Keys refused to substantially address any data contradicting the heart-health hypothesis, instead resorting to attempts to discredit any alternative viewpoints that stood in opposition. Keys would move forward aggressively to steer the American diet to conform to his hypothesis, understanding that if he was going to be

successful in changing the way people ate, he would first need to change the way citizens viewed the concept of food. Fortunately, by the 1960s, just such a movement had already been underway.

WHILE THE AMERICAN DINING TABLE IN THE EARLY PART OF THE CENTURY consisted largely of meat and potatoes, by the 1960s, servings of red meat were increasingly being replaced by sugars, vegetable oils, and other foods that would have appeared foreign or as non-foods to our ancestors.

The most significant of these changes would be the wide-scale adoption of what would become known as processed foods. Whereas housewives had previously prepared food from scratch at home, increasing numbers had begun serving ready-to-cook foods, which required little-to-no preparation. These new nonperishable foods would not only last longer, but through chemical enhancement, provide a unique array of tastes. Among the more notable new products of the era were the following:

- In 1918, Velveeta cheese, which is not technically cheese but rather, as the Food and Drug Administration would later dub it, a “processed cheese product” began finding space on supermarket shelves next to real cheese but as a cheaper alternative.
- In May 1921, Wonder Bread had become associated in the minds of the American public with cleanliness and health due, in large part, to a clever marketing campaign that took advantage of its pristine, white color. In its production process, the mass-produced bread was stripped of nutrients and in their place, loaded with sugar.
- In 1927, the liquid drink Fruit Smack was relaunched as a powder and renamed Kool-Aid, due to the costs associated with the number of bottles that broke during its shipment. By 1929, the colorful drink was being distributed nationwide with its artificial dyes and more than twenty grams of sugar per cup, becoming a summertime ritual among children that persists to this day. However, for the average child in 1929, one serving would contain more sugar in one day than previous generations had experienced in an entire year.

Arguably the biggest change in nutrition had already gained its foothold in June 1911, when Crisco hit the supermarket shelves. Up until that point,

the cotton seeds from which the product was derived were not considered food but rather an unwanted waste product of cotton production.[31] However, through the enterprising work of its inventor, Procter & Gamble, an extensive multipronged campaign of influence shaped its public perception from an inedible waste product to a more "wholesome, healthy" cooking fat. In order to get the American public to arrive at that conclusion, Procter & Gamble needed to initiate an entire reimagining of what constituted food in the human diet.

Up until 1910, the only fats found in the American kitchen were those that came exclusively from animals in the form of lard, tallow, suet, cream, and butter. All were composed of monosaturated fats, meaning they had one unsaturated carbon bond in the molecule, also called a double bond. Consumers of the day had no reason to understand the chemistry behind the fat they were using, since they worked perfectly fine and no readily available alternatives existed.

Procter & Gamble changed the market through a chemical process called hydrogenation. Proctor had discovered that by adding hydrogen to a substance until it became more "saturated" with hydrogen atoms, it could convert the liquid ooze that came from crushing cotton seeds into a solid that could be used for cooking. In the process, an entirely new food was introduced into the American diet—the polyunsaturated fat.

An unprecedented advertising blitz was unleashed, touting its chemical waste product as the "healthy" alternative to lard and inundating housewives with magazine and newspaper spreads calling Crisco an upgrade from the "old ways." Jews adopted Crisco and margarine more quickly than other groups, with Procter presenting it to Jewish housewives as a kosher food.[32] In advertisements, the company began referring to its product as "vegetable oil," a relatively new phrase that Crisco helped to popularize despite most Americans not readily identifying cotton as part of the vegetable family. "It's all vegetable! It's digestible!" advertisements proclaimed.

The marketing of Crisco in convincing the American public to eat a product that had just years earlier been considered not fit for human consumption went down as one of the most highly effective campaigns of the twentieth century. Only five years after it was introduced, Americans were buying more than sixty million cans of Crisco a year, while lard, once a mainstay of the American diet, fell into irrelevance, having become

associated as an old-fashioned ingredient and related to an unprogressive past.

For Ancel Keys, the shift in the food supply from traditional animal fats to Crisco and vegetable oils represented hope—and opportunity. However, first Keys would have to overcome a crucial hurdle. The mainstream scientific establishment had still refused to accept his diet-heart hypothesis. In 1960, the American Heart Association (AHA), the standard bearer of heart health, announced that it hadn't accepted Keys's assertion, publicly noting his evidence did not stand up to "critical examination."

Keys refused to back down, deciding that if he couldn't persuade the AHA from the outside, he would do so from within. Only one year later in 1961, despite having no formal training in nutrition science or cardiology, Keys was able to secure himself a position on the AHA's Nutrition Committee.

Later that same year, the AHA released a public statement supporting Keys's contention, arguing that by cutting foods with saturated fats and cholesterol from their diets, Americans could reduce the risk of strokes and heart attacks. Furthermore, the report suggested that Americans should substitute out the saturated fats found in animals for the polyunsaturated fats found in vegetable oils, like Crisco. For Proctor, it would prove another public relations coup d'état, and one in which it had delegated significant resources.

The AHA had been a small and relatively unknown nonprofit at its inception in 1948, before, in 1961, becoming the recipient of $1.7 million in donations from a single donor that would allow the once tiny organization to become a national power. The huge influx of money proved a game changer for the fledgling nonprofit, vaulting it from near obscurity to the authority on everything heart-related and a key source for any journalist looking to cover a story about heart health.

The donor: Procter & Gamble.[33]

Under the guidance of Keys, the AHA reset its priorities with a new focus on the promotion of polyunsaturated fats, while at the same time advising the American people to lower their consumption of the saturated fats found in meat, cheese and whole milk. In a single stroke, Keys's theory had become ingrained as gospel through the AHA, which through Proctor had become the most powerful and influential health body in the United States. It was a remarkable feat. In the span of two decades, Keys had

launched himself from a disgruntled manager at Woolworth's to becoming the country's most powerful voice of nutrition.

Celebrity would follow. In 1961, Keys made the cover of one of the most popular magazines of the era, *Time*. In the interview, Keys shrugged off critics who suggested smoking could cause heart attacks and touted his diet-heart hypothesis, along with Chinese food, were the true keys to health.

"Americans eat too much fat", Keys said in the interview. "With meat, milk, butter, and ice cream, the calorie-heavy US diet is 40 percent fat, and most of that is saturated fat—the insidious kind . . . that increases blood cholesterol, damages arteries, and leads to coronary disease."

Keys continued, "Eat less fat meat, fewer eggs and dairy products. Spend more time on fish, chicken, calves' liver, Canadian bacon, Italian food, Chinese food, supplemented by fresh fruits, vegetables, and casseroles . . . Nobody wants to live on mush. But reasonably low-fat diets can provide infinite variety and aesthetic satisfaction for the most fastidious—if not the most gluttonous—among us."

"People should know the facts," he added. "Then if they want to eat themselves to death, let them."

The article continued, adding the disclaimer that, "Neither Keys nor anyone else claims to know the whole complex chemical-mechanical story of cholesterol deposition, but he regards the cause-and-effect relationship between cholesterol and heart disease as proved."

STILL, THE LACK OF CLEAR EVIDENCE THAT HAD DOGGED HIM EARLY IN HIS CAREER continued to be problematic. Despite the public fawning, there still wasn't any data that supported the core of Keys's hypothesis in showing a causal link between high cholesterol, saturated fat, and heart disease. Keys would go back to the laboratory.

Beginning in 1968, he helped launch the Minnesota Coronary Survey, which would become the biggest, and most conclusive test of Keys's diet-heart hypothesis, carried out in six mental health hospitals and one nursing home throughout Minnesota. The survey lasted four and a half years, with the hopes of gathering the empirical data needed to finally validate Keys's diet-heart hypothesis. And unlike all of Keys's other research, this study would be a clinical study that could indicate causal relationships, as opposed to mere associations.

However, without evidence in hand and largely under the prestige of the

AHA, as America entered the decade of the ’70s, the media telegraphed that the public could finally breathe a sigh of relief. The riddle behind the great heart attack epidemic had been solved once and for all.

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Chapter 3

The Seventh-day Adventist Church

A generation before Ancel Keys had come up with his diet-heart hypothesis, John Harvey Kellogg, arguably the most famous physician of the late nineteenth and early twentieth centuries, had been convinced it was a specific human behavior that existed at the root of nearly every health malady afflicting the public—masturbation.

He wasn't alone. During the latter part of the 1800s, a large part of the medical consensus held the view that self-gratification led to a litany of negative health outcomes ranging from cancer and insomnia to acne. To combat the scourge, Kellogg launched a series of anti-masturbation campaigns through both the patients he treated and more consequentially, his extensive writings, which would be widely distributed throughout the country. In some cases, Kellogg advised that children's hands be tied before sleeping so as to avoid potential temptation. In others, he recommended that the genitals of young girls and boys be mutilated to debilitate the mechanism of pleasure.

What could possibly lead so many young people to engage in a behavior at the very root of so much sickness and disease? The answer, according to Kellogg, was meat. Kellogg believed red meat, in particular, was the demon that had inspired the carnal desires, which drugged its victims into the depth

of physical depravity.

While Kellogg had proclaimed himself a man of science, having graduated from the prestigious Bellevue Medical School, many of the ideas espoused by the doctor had been based on the scripture of Ellen White, a victim of brain damage whose messages from God would inspire the creation of the Seventh-day Adventist Church.

The Adventist Church had grown out of the Millerite movement, a religious revival started by William Miller, who had led his followers to believe Jesus Christ would return to earth in the fall of 1844.

On October 22, 1884, 100,000 people had gathered throughout America, anticipating what Miller had called the “Blessed Hope.” Many believers had sold all of their worldly possessions and stayed up late into the night, staring up into the skies, waiting for Christ to return to reward the righteous and punish the sinners. However, when the date came and went, with Christ and the worldwide apocalypse that was supposed to accompany his arrival never having manifested, the event became known as the “Great Disappointment.” Devastated, Miller would give up his church and retire into seclusion.

However, Miller’s self-imposed exile would not be the end of the movement. Ellen White, an eccentric, self-described prophet, stepped into the void, founding her own spin-off of the Millerite movement to be called the Seventh-day Adventist, in homage to the day of rest following God’s creation. White was familiar with Miller’s teachings, having attended many of his fire-and-brimstone lectures which, according to accounts, were heavy in their emphasis of the depraved nature inherent in humanity.[34] Following a service, White described feeling overwhelmed by guilt over her sinful nature. White’s own vileness had filled her with such terror that she would spend entire months paralyzed and inconsolable.

However, White claimed to have been saved by Christ following an assault by a neighbor near her home in Gorham, Maine. In 1836, at the age of nine, she was walking home from a nearby park with her twin sister and was confronted by an older girl, who threatened her with a stone. White describes what happened next in her book, *Spiritual Gifts:*

> “We were doing this, running towards home, but the girl was following us with a stone in her hand. I turned to see how far she was behind me, and as I turned, the stone hit me on my nose. I fell senseless. When I revived, I found myself in a merchant’s store, the blood streaming from my nose, my garments covered with blood, and a large stream of

> blood on the floor. This misfortune, which for a time seemed so bitter and was so hard to bear, has proved to be a blessing in disguise. The cruel blow which blighted the joys of earth, was the means of turning my eyes to heaven. I might never had known Jesus Christ, had not the sorrow that clouded my early years led me to seek comfort in him."

Awoken with the power of prophecy, White shared her revelations from God. The Millerites had been right. Christ *did* in fact return to earth as Miller had promised, White explained after one of her episodes, it was just that no one was able to see Him.

During the visions, the plain-looking, ninety-pound woman would often be found by parishioners lying on the floor of the church, unconscious and shaking before waking with new doctrines from the divine, many of which focused on hygiene, chastity, and how masturbation would lead directly to death. She wrote the following:

> "Children who practice self-indulgence previous to puberty, or the period of merging into manhood or womanhood, must pay the penalty of nature's violated laws at that critical period. Many sink into an early grave, while others have sufficient force of constitution to pass this ordeal. If the practice is continued from the age of fifteen and upward, nature will protest against the abuse she has suffered, and continues to suffer, and will make them pay the penalty for the transgression of her laws, especially from the ages of thirty to forty-five, by numerous pains in the system, and various diseases, such as affection of the liver and lungs, neuralgia, rheumatism, affection of the spine, diseased kidneys, and cancerous humors. Some of nature's fine machinery gives way, leaving a heavier task for the remaining to perform, which disorders nature's fine arrangement, and there is often a sudden breaking down of the constitution; and death is the result."

By 1854, a wealthy Michigan business owner, John Preston Kellogg, who had become a follower of White and the Seventh-day Adventist Church, joined three other church disciples in pledging financial support to White if she and her husband James would agree to relocate the church to their hometown of Battle Creek.[35]

The Whites accepted Kellogg's offer and took their talents to Battle Creek, where the lady prophet broadened her focus on health and purity as related through both scripture and her prophetic visions. God continued to be adamant through His expression to White that meat, especially red meat, was the cause of all sinful carnal desires. As further proof White would cite Genesis 1:29:

> "And God said, 'Behold, I have given you every herb bearing seed, which is upon the face of all the earth, and every tree, in the which is the fruit of a tree yielding seed; to you it shall be for meat.'"

The verse was black-and-white evidence of God's order to the people of earth to adhere to a vegetarian diet, White told her disciples. To help get the message out, in 1866 White opened the Battle Creek Sanitarium, a health retreat based on the same vegetarian principles she had come to understand through prophecy. As its membership expanded, it garnered the attention of one of the most consequential figures in the history of nutrition: John Harvey Kellogg.

Of all John Preston Kellogg's eleven children, John Harvey was the most feeble. He had grown up a sickly child with little formal education. He suffered repeated bouts of tuberculosis along with a variety of gastrointestinal disorders including constipation, hemorrhoids, colitis, and an anal fissure. His parents thought he would never make it to adulthood.[36]

He only briefly attended Battle Creek public schools in Michigan, from ages nine to eleven, before dropping out to work sorting brooms at his father's factory. Despite his lack of schooling, Kellogg taught himself to become a voracious reader. When not immersed in books, Kellogg faithfully attended the Adventist church, where he studied scripture.

At age twelve, Kellogg was offered his first job working for the church. He quickly rose from an errand boy to the position of proofreader for the Adventist periodical *The Health Reformer.*

Ellen White found herself enamored by the young Kellogg and took an interest in him. Kellogg was equally enchanted, adopting White's theories of health and restricting himself to a strict vegetarian diet. White would describe her and her husband's relationship with Kellogg as closer than that of their own children.[37]

Kellogg rose to fame at the Battle Creek Sanitarium, being appointed to the role of chief medical officer, where he would be placed in charge of nutrition. By 1898, the sanitarium had grown into an all-inclusive health spa affordable to the public. Its 600 residents were charged an average cost of $3.40 per month,[38] a price which included three meals but "no forms of meat, tea, or coffee would be served." Vinegar and spices were also strictly banned.

The sanitarium attracted its share of the wealthy socialites, hosting a "who's who" of notable guests of the day, including Mary Todd Lincoln, Amelia Earhart, Booker T. Washington, Johnny Weissmuller, Henry Ford,

Thomas Edison, John D. Rockefeller Jr., George Bernard Shaw, JCPenney, and presidents William Howard Taft, Warren G. Harding, Herbert Hoover, and Franklin Delano Roosevelt.

An article in the September 26, 1898, edition of the *New York Times*, concluded that the non-meat-eating lifestyle adhered to at the sanitarium was "very much more economical than the meat-eating system. It is beyond doubt more wholesome. It tends toward a purer spirit in man, ridding the mind of evil thoughts and evil temper, and the body of vicious and ungovernable impulses."

Kellogg became a recognizable figure at the sanitarium, typically making his rounds dressed in a white suit and white shoes, often with a white cockatoo perched on his shoulder. The cheerful figure marched through the cafeteria during meal times, advising diners that each bite of food needed to be bit down upon at least forty times before swallowing before leading them into a rendition of his "Chewing Song," bellowing out the chorus, "Chew, chew, chew, that is the thing to do."

When Kellogg wasn't sporting a cockatoo on his shoulder or spontaneously breaking out into song, he could often be found undergoing or administering extreme enemas with special machines of his own design capable of pumping fifteen quarts of water or yogurt per minute into his bowels.[39]

However, Kellogg's real passion would remain masturbation. He went to unspeakable lengths to put an end to the ungovernable impulses he believed to be corrupting the youth. For Kellogg, there were no health maladies that *could not* be attributed to masturbation. For males this list included nocturnal pollution, internal emission, impotence, and atrophy of the testicles. For offending females, the list included leucorrhea, atrophy of the breasts, sterility, throat infections, nervous disorders, blindness, deafness, spinal irritation, idiocy, and insanity.

Kellogg's disgust for sex extended to his own family. He boasted how he had never consummated his marriage with his wife, Ella Ervilla Eaton, and had instead fostered forty-two children.[40] As he grew in stature as one of the preeminent men of science in America, his solutions to combating masturbation grew more extreme, violent, masochistic, and disturbing. In offering suggestions for how parents can best restrain their children from acting on their urges, Kellogg wrote:

> "In younger children, with whom moral considerations will have no particular weight, other devices may be used. Bandaging the parts has been practiced with success. Tying the hands is also successful in some cases: but this will not always succeed, for they will contrive to continue the habit in other ways, as by working the limbs or lying upon the abdomen. Covering the organs with a cage has been practiced with entire success. A remedy which is almost always successful in small boys is circumcision, especially when there is any degree of phimosis. The operation should be performed by a surgeon without administering an anesthetic, as the brief pain attending the operation will have a salutary effect upon the mind, especially if it will be connected with the idea of punishment, as it may well be in some cases. The soreness which continues for several weeks interrupts the practice, and if it had not previously become too firmly fixed, it may be forgotten and not resumed. If any attempt is made to watch the child, he should be so without detection. If he is only partially watched, he soon learns to elude observation, and thus the effect is only to make him cunning in his vice."

For young girls, Kellogg offered an easier fix: pouring carbolic acid over their clitorises.

However, the Adventist Church of Ellen White and John Harvey Kellogg should not get sole credit for inventing this particular horror. The cultural associations connecting food, sex, and sin had existed for centuries, perhaps even thousands of years. It was the early 1800s writings of the Presbyterian minister Sylvester Graham that were believed to have influenced White.[41]

In 1834, Graham published his *Lecture to Young Men*, which warned of the many dangers of "self-abuse" or "self-pollution." Graham had become a sensation of his time, in demand for speeches on health and for his one-size-fits-all cure for everything that plagued humanity.

Graham observed, in his colorful writings, that masturbators could be easily identified by their symptoms: ". . . a body full of disease, and with a mind in ruins, the loathsome habit still tyrannizing over him, with the inexorable imperiousness of a fiend of darkness."

The poet Ralph Waldo Emerson nicknamed Graham the prophet of bran bread and pumpkins for his strict prohibition of eating meat. Meat, Graham preached, stimulated the "baser propensities, the sexual longings of the flesh," which, besides being unclean, were also debilitating, robbing the body of its strength to resist illness.

Like Kellogg would later observe, masturbation was the cause of all health maladies from headaches to epilepsy, insanity—and even death. Graham wrote that the disease of masturbators would ". . . in some cases, break out upon the head, breast, back and thighs; and these sometimes

enlarge into permanent fistulas, of a cancerous character, and continue, perhaps for years, to discharge great quantities of fetid, loathsome pus; and not unfrequently terminate in death."

In 1829, Graham believed he had stumbled upon a revelatory cure for the epidemic of self-pleasure in the form of a bland, biscuit-like food. The Graham cracker was born. The new food would save the world through two characteristics: it served as a substitute for meat, while the bland grains worked to suppress the human sex drive.

Even with his new dietary innovation, Graham couldn't save himself. Despite living a "balanced" life adhering to a strict vegetarian diet and sexual abstinence, Graham was stricken ill at the age of fifty-seven. Before his death, Graham abandoned his own advice, indulging in both meat and liquor.[42] The Graham Cracker lived on, later becoming an international phenomenon. His goal to reform the American diet had failed. In the 1880s, the breakfast meal of the average American was still almost entirely meat.

ELLEN WHITE BELIEVED SHE COULD FINISH WHAT GRAHAM HAD STARTED. Through her protege John Harvey Kellogg, the infrastructure of the Seventh-day Adventist Church and with the power of God Himself whispering into her ear, White was determined to succeed where Graham had failed in reforming the American diet. First, the Adventists would need a food of their own to replace meat at the breakfast table, and in turn, end the scourge of masturbation, illness, and potentially avert the coming apocalypse.

Like Graham, Kellogg reasoned that if meat and flavorful foods had the effect of increasing sinful feelings of lust, then a bland food would serve to decrease sexual desires. With the help of his younger brother, Will Keith Kellogg, he labored for years over a secret project in the Battle Creek basement kitchen in search of the perfect antidote to vitality.

And time was of the essence. A well-known Christian abolitionist, James Caleb Jackson, was already selling his "granula" invention, a concoction of graham flour nuggets, which had to be soaked in water before being eaten. Inspired by Jackson's product, the Kellogg brothers worked together to create various wheat-based granola foods by pushing their dough through rollers and baking.[43] The Kellogg brothers would call it "granola", so as not to be sued by Jackson for copyright infringement, with the only difference being that it could be consumed without first having to

be soaked. However, guests at the sanitarium gave it only mixed reviews, with some even reporting to have chipped teeth in trying to bite down on the hard rolled oats and nuts.

The brothers went back to work, toiling in their basement laboratory. In 1902, they were both called away while cooking a sheet of wheat berries, leaving them out overnight. The next day, they decided to force the stale grain through the rollers anyway. Each wheat berry flattened into a flake that baked into crispy pieces, leading to the creation of a flaked cereal. The first batches were both hard to chew and completely lacking in taste, ideal for the purposes of John Harvey.

Kellogg never had any doubts that he would have a market within the Adventist community. They believed their eternal souls were on the line. However, what Kellogg had no way of anticipating was the meteoric rise in the years to come that would see his religious anti-masturbatorial food product be embraced by the culture at large. Kellogg was quick to point out that he didn't invent his cereal to make a profit—this was about saving the world one masturbator at a time.

"I am not after the business," he would often tell people, "I am after the reform." Kellogg added, "I will invest my money in people." [44]

However, younger brother Will had other ideas, and in 1906 decided to try to mass-market the new food by adding sugar to the flakes to make them more palatable to a wider audience outside of the church.

Sweetening the cereal paid immediate dividends. In the first year, more than fifty tons of Kellogg's flakes had to be manufactured to meet the demand. Within a short time, imitators sprung up all over the country. By 1907, there were 100 cereal companies in Kellogg's town of Battle Creek alone.

That same year, and after years of struggles with leadership over management style and philosophy, and in addition to having learned that his mentor, Ellen White, had been secretly eating meat while preaching the godly virtues of vegetarianism, Kellogg broke from the church. In a letter dated January 9, 1936, to an acquaintance, E. S. Ballenger, Kellogg wrote:

> "Mrs. White ate meat and plenty of it . . . She visited the Sanitarium *[sic]* frequently during the years that intervened before she went to Australia. When there she always called for meat and usually fried chicken. Dr. H. F. Rand was then the cook at the Sanitarium *[sic]* and had became an ardent vegetarian and he on more than one occasion said to me, 'It goes very hard on me to have to prepare fried chicken for Mrs. White.'"

However, John Harvey Kellogg wasn't satisfied by the mutilation of untold children, the remarkable success of his cereal, or its widespread effect of killing the sex drive of unknown millions. If eating a meatless diet high in carbohydrates wouldn't be enough to sterilize the populace, then he would see to it that the government intervened.

Kellogg poured his time and resources into founding the segregationist Race Betterment Foundation, a vehicle he used to successfully lobby the Michigan legislature in passage of a law that would ultimately lead to the sterilization of at least 3,800 "moral degenerates, sexual deviants, epileptics, the feebleminded, or insane" against their will.[45]

Meanwhile, the food department of the church's Battle Creek Sanitarium marched forward, expanding its line of sex-inhibiting products under the leadership of Lenna Cooper, who had been previously appointed by Kellogg as "the chief dietician." Cooper oversaw an expansion of the Adventist product line to include gluten wafers, gluten food, and protose, a commercial meat imitation product. According to the Adventist website, the church had an outsized role in the mainstreaming of gluten, writing, "by 1912, the Kellogg Food Co. in Battle Creek, Michigan, was selling at least seven food products based on wheat gluten, including three types of biscuits and a breakfast toast."

The expansion of Adventist foods continued in the decades ahead, sprouting into an integral part of the American food supply. By 1932, the church had launched two new vegetarian food lines through La Sierra Industries in Arlington, California, and Vigorost through Madison Foods in Madison, Tennessee. In 1939, the church opened Worthington Foods with the launch of its first product, a meatless sausage called Proast, advertised as "a unique and proprietary process for combining gluten and textured soy proteins to give improved texture, flavor, and nutritional value."

By the 1940s, the imprint of John Harvey Kellogg and the Seventh-day Adventist Church could be found on nearly every grocery store in the country. However, if the Adventists were going to affect the change needed to reform a society of meat eaters into the anti-masturbatorial vegetarian utopia they had long aspired toward, it would need to establish its nutritional foothold of power in the United States government.

In the early 1900s the United States had no formal position on nutrition. In 1917, Cooper would cofound the American Dietetic Association with the stated goal "to give structure and professionalism to the field of dietetics."

Cooper, a “specialist in vegetarian nutrition,” rose from her role as founder to become the academy’s president. In 1918-1919, Lenna Cooper was named the first supervising dietitian for the U. Army, where she was charged with creating a diet plan for the American troops. Next, Cooper would be promoted to the US Surgeon General’s Office, where as a staffer, she had a role in creating the Department of Dietetics at the National Institutes of Health.[46]

Despite these accomplishments, Cooper’s greatest renown came as the author of the book, *Nutrition in Health and Disease*, which would become one of the best-selling textbooks in history and mandatory reading at dietetic and nursing programs throughout the world.

It is still relied on to this day.

The Church further found success in infiltrating government through another Kellogg protege, registered dietitian Mary E. Barber, who would establish one of the industry’s first professional home economics departments.[47] Barber saw her star rise to become president of the American Dietetic Association, vice president of the American Home Economics Association, and president of the Michigan Dietetics Association. The Early Bird Breakfast Club Kit, created by Barber, would serve as a vehicle for the Adventist Church to launch its religious health convictions into public schools through the distribution of “educational” packets to teachers nationwide. These packets were placed into the hands of students as a way of promoting Kellogg’s line of anti-masturbatorial products through a system that awarded prizes.[48]

By 1971, the Seventh-day Adventist Church had successfully infiltrated the federal government in establishing its religious doctrine as the nation’s de facto nutritional experts. The Adventist meatless food lines had grown into one of the most popular brands in the country. In addition, the Dietetic Association had expanded into the largest organization of food and nutrition professionals in the world, and a direct pipeline of access had been established in the public school system for marketing Adventist nutritional beliefs to children under the pretense of education.

The decades that followed saw the religious dictates of Ellen White, John Harvey Kellogg, and the Seventh-day Adventist Church move from a role of expertise to helping set a national food policy for the entire country.

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Chapter 4

Corporate Interests

In March 1881, a scandal had erupted on the streets of New York City: a "disgusting" form of imitation butter was being passed off as the real thing to unknowing consumers. To address the issue, the New York State Assembly called in witnesses to better understand the scope of the problem. The first would be a produce merchant, Gilbert Henshaw, who testified under oath of how the scheme worked.

"It's sold as oleomargarine by the wholesale dealers . . . but the retailers all sell it as butter, and they tell me they cannot sell it in any other way."

Further, in his visits to four different oleomargarine factories in the city, Henshaw testified he didn't believe anyone who knew how this imitation butter was made would ever dare to actually put it into their bodies as if it were food. A separate witness testified that several members of a family in London had died after eating the strange substance being passed off as butter. The allegations shocked the courtroom and the public. The people demanded answers. Whatever companies were poisoning butter with foreign substances, all in an effort to increase profits through the substitution of cheaper, inferior products, they needed to be held accountable.

In 1884, a committee of dairy farmers took it a step further in

petitioning the New York State Assembly to ban from sale what soon became known as margarine. The law, the first in the nation, stated, “No person shall manufacture, out of any oleaginous substance or substances or any compound of the same other than that produced from unadulterated milk or of cream . . . any article designed to take the place of butter . . . or shall sell or offer for sale the same as an article of food.”[49]

Six weeks later, the law would be struck down as unconstitutional, due to a new powerful force that had entered the political scene—the wealthy producers of soy and cottonseed oil.

In what would prove to be a seminal battle in the history of nutrition, competing power structures dug in to determine what political leaders, media, and eventually the public would accept as food. As the 1800s drew to a close, a skeptical American citizenry remained firmly entrenched on the side of the dairy industry, with growing revolt against “butterlegging,” as it had been coined.

In the United States, the first few decades of the twentieth century saw butter availability dwarf that of the impostor, with the average person consuming sixteen pounds of butter per year, compared with only 2.8 pounds of margarine.[50] In response, manufacturers of the imitation spread, unable to find a market in America, began exporting their product to France, Germany, and England, where it would become known as “butterine.”

The equation changed during World War II, when ration prices for margarine dropped to a fraction of real butter, forcing budget-strapped Americans already in need of economizing to take a fresh, second look at its imitation counterpart. Simultaneously, the soy and cottonseed industry initiated a massive, heavy-handed campaign, flooding radio, television, magazines, and billboards to convince Americans that not only was margarine safe but healthier than real butter.

A popular advertisement from margarine producer Delrich that appeared in the early ’40s touted their spread as a health food, with images featuring smiling housewives slathering the product on a piece of bread. The caption above their heads read, “If rationing brings delicious Delrich, I’ll take more of it! . . . New Nourishing, Vitamin Rich! Tops in Nutrition. Tops in Flavor! Think of the money you’ll save!”

“Enriched with 15,000 units of Vitamin A!” screamed another advertisement.

The decade of the ’40s witnessed an intense back and forth between the dairy producers and the Southern Cotton Seed lobby as the two industrial powerhouses fought for the upper hand. Each time the dairy industry successfully pushed through new taxes or regulations on margarine, immediate pushback followed from the seed oil lobby. A federal tax that had been levied on yellow-colored margarine in 1940, which had been pushed through by the dairy industry under the pretense that consumers needed to be able to differentiate between the real thing and its imitation, spurred a variety of seed-based innovations. Margarine manufacturers countered with a clever workaround to the law. Inside each package of white margarine, a capsule filled with a yellow color solution was included, prompting customers to mix the dye at home, thus avoiding the tax while giving people the yellow-colored margarine they desired.

On a state level, different regulations varied from commonwealth to commonwealth. For instance, in Arkansas, a law required restaurants selling margarine to have it placed on a special plate with a warning clearly visible to the consumer that read “adulterated butter.”

In 1941, the Nutrition Foundation, a multipronged industry-created lobbying group, was formed to shape public policy in the United States and influence public opinion through the media and its funding of nutritional studies. The well-financed group consisted of fifty-nine food manufacturers, including heavyweights General Foods, Quaker Oats, Heinz, the Corn Products Refining Corporation, and the National Biscuit Company. The foundation would spare no expenses in employing its financial largess, pouring millions of dollars into funding academic conferences and nutrition science research to promote its sugar-laden, carbohydrate-based foods along with the kinds of polyunsaturated oils that had become major ingredients of nearly all their products.[51]

In the past, the industry needed to pay for advertising space in magazines and newspapers. Behind the “science” of the Nutrition Foundation, industry leaders discovered a more efficient allocation of its resources through having the promotion of their products passed off as news, with much of the work being done by the reporters. A *New York Times* report published in the June 11, 1944, opened with a paragraph uncritically promoting a Nutritional Foundation study:

> “With current Congressional hearings being held on bills to eliminate taxes on oleomargarine the Nutrition Foundation, Inc., yesterday revealed the results of certain

> tests. With carbohydrates substituted for lactose, oleomargarines, both animal and vegetable, show a slight superiority to butterfat according to recent experiments conducted by Professors P.W. Boutwell, Conrad C. Elvehjen and Edwin B. Hart at the University of Wisconsin, it was reported in the June issue of *Nutrition Reviews*,
>
> 'If the deductions are right,' the report of the experiments read in part, 'they indicate that butterfat may be nutritionally superior to vegetable oils only during comparatively brief periods of human life, during infancy, or times when, for medical reasons, a patient may be placed on a predominantly milk diet. During the rest of life when foods containing different kinds of carbohydrates are ingested, vegetable oils may meet adequately the nutritional requirements for fat."

In an October 27, 1949, *Times* article, the Nutrition Foundation was cited as the source for a study in making the claim that "scientific evidence has shown . . . that fortified oleomargarine supplies the food factors usually expected of butter."

By 1950, the Southern cotton seed lobby proved victorious. Most of the taxes had been vanquished, as one by one laws were stricken off the books from states around the country restricting the sale of margarine.[52] As a result, between 1939 and 1949, margarine production jumped from 350 million to 850 million pounds a year, while butter fell from 2,210 to 1,690 million pounds.

The American Heart Association (AHA), which had been lifted out of obscurity by cottonseed heavyweight Procter & Gamble to become a major player in the field of nutrition, began promoting Crisco and other hydrogenated oils as "healthier than butter." Following their model, Procter was soon joined by other food corporations in flooding the AHA with funds.

By 1956, the AHA had begun issuing unproven statements to the media promoting the products of their sponsors in industry, while warning of the harms of their competitors, mainly the meat and dairy industry. An article appearing in the April 17, 1956, edition of the *New York Times* headlined "Animal Fats Tied to Fatal Disease" carried the more hopeful subheadline "Higher Intake of Vegetable Fats May Offset Injurious Effects."

The article's author reported on the opening session of a week-long meeting of the Federation of American Societies for Experimental Biology where he would introduce two words that at the time had been largely unknown to the the public, "atherosclerosis" and "cholesterol."

The article began:

> "It is becoming increasingly clear that nature may have played a cruel trick on supposedly well-fed people. The evidence is mounting that diets rich in milk, meat, and eggs, diets in which Americans take pride, are one of the major factors in the cause of a disease called atherosclerosis. This ailment is the underlying condition that leads to the development of clogged and hardened arteries. Diseases of the arteries, which affect the heart, the brain, and other vital organs, are the leading cause of death from diseases in the nation today . . . Fortunately, there is a bright spot also. It is this: it may be possible to counter the presumed deleterious effects of animal fats by increasing the dietary consumption of vegetable fats."

By the end of the '60s, the AHA had become the largest nonprofit group in the country. The victory was nothing short of stunning. In the span of only six decades, margarine and polyunsaturated fats like vegetable oils had gone from being viewed as inedible waste products, ingested by the public only through fraud or stealth of greedy manufacturers, to being embraced by the American public as a new health food.

The 1960s would also see the world of nutrition science and industry become further increasingly intertwined. In 1964, free copies of a "professional edition" of *Your Heart has Nine Lives, Nine Steps to Heart Health*, was sent free of charge to thousands of doctors across the country.[53] The book was authored by Jeremiah Stamler, an AHA scientist and colleague of Ancel Keys, and advocated that physicians advise their patients to switch from the saturated fats found in animals to polyunsaturated fats found in vegetable oils.

In the book's acknowledgment section, the authors thank Wesson Oil and the Corn Products company for "significant scientific support."

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Chapter 5

Camp David

> "If Americans searched for the precise date on which America's singular dominance of the world's economy ended, they might settle on August 15, 1971."
>
> —William Greider, Author of *Secrets of the Temple*

President Richard Nixon and his administration believed the America of 1971 was one primed for sweeping, unprecedented change.

For generations the personal economic beliefs for the majority of Americans held that debt was immoral, savings was good, and soft money not backed by precious metal was fraud.

In less than four decades, the ideology of John Maynard Keynes had taken firm root, flipping the basic premises of economics on its head. First, cascading down from the ivory halls of academia and the political elite, then filtered out to the masses through an uncritical media.

Debt was not immoral . . . growth was. Savings was not prudent but an enemy of economic expansion to be disincentivized at all costs. Hard currencies backed by gold and silver were relics from a backward age. Flexibility in currency, unharnessed from all restraints, was requisite for a country's long-term prosperity.

To justify the drastic new role of government in the economic lives of Americans, a new term, the Phillips Curve, had been introduced by Keynesians into the American lexicon, which asserted the infallible law stipulating that inflation and unemployment have a stable and inverse relationship. In effect, if unemployment was up, inflation would be down,

and vice versa. Thus, the Phillips Curve captured a tradeoff policymakers would need to consider when making monetary policy: They could pursue an economy with lower unemployment only if they were willing to accept higher inflation. Conversely, if policymakers wanted to pursue lower inflation, it was believed they would have to accept higher unemployment and lower economic activity. In creating this formula and proclaiming it as a mathematical axiom, policymakers had a built-in excuse to expand the monetary supply regardless of circumstances. How can one complain about the devaluation of the dollar when it might cost their neighbor his job?

Of course, like all testable Keynesian theories, the Phillips Curve did not stand up to reality. By the summer of 1971, it had become clear, even to politicians, that the numbers weren't adding up. The data coming in didn't make sense: The unemployment rate had continued to increase, reaching 6 percent *as* inflation rose still faster.[54]

Further, growth had turned negative, marking the onset of a recession. The simultaneous rise of both unemployment and inflation undermined the legitimacy of the Phillips Curve. If the Keynesian model stipulated a tradeoff between unemployment and inflation, how could they both rise at the same time? The answer would come from Federal Reserve Chairman Arthur Burns, who subsequently epitomized the response of the entire intellectual class of the day, when after being called before Congress, he explained, "The rules of economics are not working the way they used to."[55]

President Nixon remained resolute. He would not allow the economic dysfunction of the United States economy to tank his reelection efforts. In response, he hatched a plan, conceived in secret and without the consent of the American people, that would be the most consequential decision of his presidency.

In August 1971, President Richard Nixon boarded *Marine One*, joined by Treasury Secretary John Connally, and Federal Reserve Chairman Arthur Burns, on their way to Camp David, unbeknownst to the press team covering the White House. One hour earlier, another helicopter had taken off from Andrews Air Force Base with Undersecretary of the Treasury Paul Volcker, Herbert Stein, who worked as a part of Nixon's Council of Economic Advisors, and White House speech writer William Safire.

On the way to the helicopter that morning, Stein told Safire, "This could be the most important weekend in the history of economics since Saturday, March 4, 1933 (the day President Franklin D. Roosevelt closed all the

banks in America).”[56]

Led by Nixon, the group was about to create a major historical inflection point and in doing so, shake America’s political alliances, set the United States dollar on a radically new course, and reshape the global economy.

In the helicopter on the way to Camp David, Nixon had remarked to an aide that the United States had been in the midst of a historical transformation, and it was time for the administration to “go big.”

“If you take no risks, you will suffer no defeats,” Nixon had become fond of saying. “But if you take no risks, you win no victories.”

Over a career that had spanned decades in the public eye, Nixon had carefully crafted a reputation as a stalwart capitalist, winning his first political race in 1946 by bashing the Office of Price Administration as a breeding ground for communism. Once in office, he made himself a household name with his aggressive moves against Soviet spy Alger Hiss. Under the platform of fiscal conservatism, Nixon was elected to the most powerful office in the world. However, once in power, he took a sharp pivot to the political left. One of his advisors would later classify Nixonomics as being run by “conservative men with liberal ideas.”

On January 4, 1971, after two years of balanced budgets, Nixon dropped a bombshell on ABC News reporter Howard K. Smith when he casually disclosed off camera, “I am now a Keynesian in economics.” Smith noted that the basic economic philosophy of Nixon’s Republican party was in favor of a balanced budget, commenting that the President’s embracing the Keynes doctrine of expansionist public spending and a deficit budget was like a Christian saying, “All things considered, I think Mohammad was right.” He added that President Coolidge would “turn over in his grave.”[57]

The President would back up his proclamation through policy. Within a few weeks, the President was defending a federal budget projected to run a deficit of $23 billion. Not since Eisenhower had the government run a deficit so large.

However, these were no ordinary times. Before the spread of Keynesianism, it had been expected that the debt incurred by the government would be met by balanced budgets and the allowance of market forces to bring about a recovery. Contrarily, under Keynesianism, the entire outlook on paying down debt had been turned on its head. Instead, Keynes

argued, debt during times of economic struggles needed not be met by fiscal prudence, but by an *increase* in government spending.

Further, in his 1936 book, *The General Theory of Employment, Interest, and Money,* Keynes argued that during a recession or depression, a decline in consumer spending could be balanced by an increase in government spending as a consequence of what would be termed the "Keynesian multiplier." The theory posits that regardless of the type of government spending, whether it be to fund the digging and refilling of holes in the ground or the creation of a new technology, the new money would lead to economic prosperity and increased employment, raising gross domestic product by a larger amount than the initial investment. In effect, the theory states that $1 of government spending would increase total economic output by more than $1, since when the money changes hands during exchange, the party on the receiving end will then go on to spend it, which would generate increases in employment and economic growth.

However, in 1971 a significant roadblock existed to Nixon's desire to increase the spending of the United States government needed to fulfill the Keynesian prophecy. The United States still had a long-standing treaty commitment in the Bretton Woods Agreement that any foreign government or central bank could exchange their United States dollars for gold at a rate of $35 per ounce by going to the "gold window" in the US Treasury. In having to be accountable for the dollar's redemption in gold, an important restraint had been placed on the treasury's ability to print dollars for circulation, knowing that at any time the paper slips could be brought to the treasury, which would then be obligated to redeem the notes for gold on demand.

The continuation of the Bretton Woods Agreement had been supported in public statements by both of Nixon's predecessors, with President John F. Kennedy having told Congress on July 18, 1963, "I want to make it clear . . . clear that this nation will maintain the dollar as good as gold, freely interchangeable with gold at $35 an ounce, the foundation of the free world's trade and payment position."

President Lyndon Johnson made similar pledges, leaving no doubts that his administration was committed to the dollar-gold link.

Nixon himself had never expressly stated his position; however, his two successive secretaries of the treasury voiced their support for the commitment. As a result, heading into midsummer of 1971, foreign

officials, traders, and other nations continued to have confidence that the United States dollar was as good as gold.

Circumstances had changed drastically in the eyes of the President. The rise of both inflation and unemployment would force him to confront an ugly ultimatum, deciding which of the two—unemployment or high inflation—would be more economically palatable to the electorate.

Few issues resonate with the American voter more than inflation.

Inflation driven by government debt-spending for the Vietnam War and the social programs LBJ had pushed through in the 1960s had already led to a rise in the consumer price index from 5.5 percent in his first year in office to 5.8 percent in his second.[58] Nixon had vowed after his narrow loss in the 1960 presidential election to Kennedy, which he believed was due to a badly timed recession, that history would not repeat itself. He was determined to keep the economy and jobs growing right up to his November 1972 reelection bid. If inflation rose too fast, he knew it had the capability of derailing his entire administration, along with his chances of securing a second term.

Foremost on the President's mind was the rising price of food, knowing that no amount of slick political marketing could obfuscate the price shock at the grocery store. By 1971, it had become a political imperative for the administration that food prices be stabilized at all costs. Secretary of Agriculture Earl Butz explained, "The reason housewives think food is so expensive is that they buy it three times a week, and they are fully aware of any change in food prices. On the other hand, they buy, say, furniture, only once every ten years and they are completely unaware of what has happened to furniture prices."[59]

However, Nixon couldn't shake his 1960 loss when the nation's unemployment rate had soared to 6.6 percent under the administration of his Republican predecessor, President Eisenhower. In explaining his decision to advisors, he told them, "We'll take inflation if necessary, but we can't take unemployment."[60]

In a short time, the nation would have an abundance of both.

The President had set a clear course. He would stimulate the economy through Keynesian deficit spending. However, to do so, he would first need to confront an even more immediate obstacle, the danger of which could tank the entire United States economy, along with his future political ambitions. The United States had already issued more paper gold

redemption notes in the form of dollars than it held in actual gold in its treasury.

Further, it was a dilemma only partially of the President's own making. By 1955, the amount of gold held by the United States Treasury still exceeded paper debt, which only applied to foreign liabilities and not to the dollars held by American citizens (who had been denied the ability to redeem their notes for gold since 1934). The United States holding enough gold – $21.7 billion worth at the $35 dollar price, to cover its $13.5 billion in debt to other central banks and governments by a comfortable 160 percent.

However, by the summer of 1971, America's gold reserves had been reduced to $10.2 billion worth of gold, while official foreign dollar holdings exceeded $40 billion.[61] In effect, the United States Treasury only held 25 percent of what it needed to make good on its commitment to "pay bearer on demand" as the notes stated, in gold.

The President was forced to confront the reality that by spending beyond the government's means, not only would he not be able to implement the deficit spending he believed necessary to raise employment, but that America had already broken its promise made at Bretton Woods. The United States was unable to deliver on its promise. As a result, all that was left separating the United States from being exposed as a fraud was the hope that a critical number of countries wouldn't come to redeem their notes at once.

Nixon's real passion had long been war, not economic policy. The President had been elected in part by promising to bring the conflict in Vietnam to an end. However, through the first two years, the violence continued to escalate to the extent that he had considered using the nuclear bomb, pushing Secretary of State Henry Kissinger to "to think big, for Christ's sake."

The President thought of his economic plan in similar terms, telling advisors he wanted "total war on all economic fronts," something bold and rough that would show "these symps, these crawling bastards like Galbraith and Kennedy, who had the guts it took to restore American resolve.[62]"

Nixon would, in fact, "go big." The details that had been worked out by the President and his advisors at the secret Camp David meeting were a complete restructuring of the economic order of the entire world. All that remained was to announce the plan.

On Sunday, August 15, 1971, the eyes of the nation were tuned to their television sets as the 9:00 p.m. hour approached on the East Coast. In the Oval Office behind the Resolute desk sat President Nixon. As the seconds ticked off before nine, the President stiffened his posture and steadied his eyes into the wide lens of the camera as the operator finished the silent countdown.

Three, two, one . . .

The President began. “Good evening: I have addressed the nation a number of times over the past two years on the problems of ending a war. Because of the progress we have made toward achieving that goal, this Sunday evening is an appropriate time for us to turn our attention to the challenges of peace. America today has the best opportunity in this century to achieve two of its greatest ideals: to bring about a full generation of peace, and to create a new prosperity without war. This not only requires bold leadership ready to take bold action—it calls forth the greatness in a great people. Prosperity without war requires action on three fronts: We must create more and better jobs; we must stop the rise in the cost of living; we must protect the dollar from the attacks of international money speculators. We are going to take that action—not timidly, not half-heartedly, and not in piecemeal fashion. We are going to move forward to the new prosperity without war as befits a great people—all together, and along a broad front. The time has come for a new economic policy for the United States. Its targets are unemployment, inflation, and international speculation. And this is how we are going to attack those targets.”

Next, the President outlined several policy changes, before dropping what would become known as “The Nixon Shock.”

“In the past seven years, there has been an average of one international monetary crisis every year . . . *I have directed Secretary Connally to suspend temporarily the convertibility of the dollar into gold or other reserve assets*, except in amounts and conditions determined to be in the interest of monetary stability and in the best interests of the United States.

“Now, what is this action—which is very technical—what does it mean for you?

Let me lay to rest the bugaboo of what is called devaluation.

“If you want to buy a foreign car or take a trip abroad, market conditions may cause your dollar to buy slightly less. But if you are among

the overwhelming majority of Americans who buy American-made products in America, your dollar will be worth just as much tomorrow as it is today.

"The effect of this action, in other words, *will be to stabilize the dollar*."

The President ended his speech with a pledge that in replacing the gold-backed dollar with a fiat currency that could be printed upon decree, not only would the nation see a rise in employment and a stabilization of the dollar but enter into a new era of national prosperity.

"Two hundred years ago a man wrote in his diary these words: 'Many thinking people believe America has seen its best days.' That was written in 1775, just before the American Revolution—the dawn of the most exciting era in the history of man. And today we hear the echoes of those voices, preaching a gospel of gloom and defeat, saying the same thing. 'We have seen our best days.' I say, let Americans reply, 'Our best days lie ahead.'"

The speech would be met by near unanimous approval. Administration estimates showed that 46,200,000 Americans tuned in to the three networks (ABC, CBS, and NBC) to watch the President, about a quarter of the United States population.

In the days to follow, reaction in the United States was enthusiastically supportive. The next day the stock market jumped thirty-two points, a 3 percent gain and the largest one-day jump in its history up to that time.

A poll by Opinion Research Corporation indicated, "On every specific action taken by the President, a majority of the public approved."

Pollster Albert Sindlinger added, "In all the years I've been doing this business . . . I've never seen anything this unanimous unless maybe it was the reaction to Pearl Harbor."

The *New York Times*, which had been consistently critical of Nixon's policies, ran an editorial stating, "We unhesitatingly applaud the boldness with which the President has moved on all economic fronts."

Walter Heller, chairman of President Kennedy's Council of Economic Advisors, proclaimed, "It's a historic initiative. The economic world will never quite be the same again."

Most pivotal to Nixon would be the short-term benefit. The decision to close the gold window, in turn giving him the ability to flood the economy with new dollars, was cited as a substantive factor for voters in the 1972 reelection campaign, which would see him cruise easily to a second term, carrying forty-nine out of fifty states.

However, after the election-year festivities ended, the bill of economic cause and effect came due. In 1973, inflation more than doubled to 8.8 percent.[63] However, instead of addressing the dramatic increase in money supply, which caused the inflation, officials deflected, continuing to pin the blame on currency speculators, greedy businessmen, and avaricious union leaders.

Senator George McGovern of South Dakota, who had denounced Nixon's speech as "sheer bunk, irrelevancy, and mystery," warned that the President had made a monumental mistake of epic proportions.

"It's a disgrace for a great nation like ours to end in this way the convertibility of the dollar," McGovern said. "This amounts to a backdoor devaluation. By this act, we will become the economic pariah of the world."[64]

The establishment economists and political elites shrugged off McGovern's inflationary concerns.

In the fifty years to follow, Americans witnessed a dizzying game of cat and mouse between an exponentially weakening United States dollar and the politicians trying to prevent the citizenry from noticing it.

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PART 2

Fiat Death Spiral

> "Lenin is said to have declared that the best way to destroy the capitalist system was to debauch the currency. By a continuing process of inflation governments can confiscate, secretly and unobserved, an important part of the wealth of their citizens. By this method, they not only confiscate, but they confiscate arbitrarily; and, while the process impoverishes many, it actually enriches some. The sight of this arbitrary rearrangement of riches strikes not only at security but at confidence in the equity of the existing distribution of wealth.
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> "As the inflation proceeds and the real value of the currency fluctuates wildly from month to month, all permanent relations between debtors and creditors, which form the ultimate foundation of capitalism, become so utterly disordered as to be almost meaningless; and the process of wealth-getting degenerates into a gamble and a lottery.
>
> "Lenin was certainly right. There is no subtler, no surer means of overturning the existing basis of society than to debauch the currency. The process engages all the hidden forces of economic law on the side of destruction and does it in a manner which not one man in a million is able to diagnose."
>
> —John Maynard Keynes, *The Economic Consequences of the Peace*

> "The way to crush the bourgeoisie is to grind them between the millstones of taxation and inflation."
>
> —Vladimir Ilyich Lenin, mass murderer who was responsible for the death of millions, owner of nine Rolls-Royces.

mericans awoke in 1971 from the fever dream of the 1960s revolution to

discover a world where what had previously been accepted as established norms had been flipped upside down.

Americans' perceptions of nutrition, the role of corporations, and the laws of economics had been shifted immeasurably. The traditional foods of our great-grandparents and their parents before them became viewed with suspicion and believed to be responsible for the surge of cardiovascular deaths.

In a report released to the public December 15, 1970, a national panel of medical experts recommended the American public's "immediate adoption" of a series of "safe and reasonable" changes in their diets to lower blood cholesterol. It should begin with a "halving of the current average daily consumption of cholesterol and saturated fats and a substantial reduction in total fat intake."[65] To achieve this goal, the commission advised the need of the American people to cut down on "egg yolks, butter fat, fatty meats, organ meats, shellfish, and fat-rich baked goods and candies and to substitute, wherever possible, products prepared with unsaturated fats (vegetable oils)." However, the study still cautioned that, "definitive evidence linking dietary fats and cholesterol to human heart disease is not available," and that the need existed for a "large- scale, long-term, government-sponsored studies to determine once and for all the effect that changes in diet and other factors may have on the nation's rising coronary mortality rate."

The *New York Times* coverage of the report cited that "the commission said it was recommending a change in diet despite the lack in definitive evidence because the American public would probably have to wait at least ten years for the results of these studies, and at present times urgent public health decisions had to be made on the basis of incomplete evidence."

In a crisis of such urgency, there would be no time to wait for the evidence. The moment demanded immediate action.

A new decade saw a shift in the Seventh-day Adventist Church as it joined forces with a growing new environmental movement sharing the sect's view that the choices made by the planet's people would lead to a cataclysmic end to the human race.

On college campuses across the nation, the dire crisis of overpopulation and its effects on the food supply had emerged from academia to usurp the Vietnam War as the number one concern.

On April 22, 1970, America would celebrate the first Earth Day, accompanied by a series of warnings coming from the highest scientific minds in the country about the imminent doom facing the planet Earth. The next day, the *New York Times* editorial page warned, "Man must stop pollution and conserve his resources, not merely to enhance existence, but to save the race from intolerable deterioration and possible extinction."

The "possible" extinction of the human race would be mild in comparison to some of the predictions still to come.

Denis Hayes, the chief organizer for Earth Day, declared in the Spring 1970 issue of *The Living Wilderness* that, "It is already too late to avoid mass starvation."

Harvard biologist George Wald joined in, estimating that "civilization will end within fifteen or thirty years unless immediate action is taken against problems facing mankind."[66]

North Texas State University professor Peter Gunter, wrote in 1970, "Demographers agree almost unanimously on the following grim timetable: By 1975, widespread famines will begin in India; these will spread by 1990 to include all of India, Pakistan, China, and the Near East, Africa. By the year 2000, or conceivably sooner, South and Central America will exist under famine conditions. . . . By the year 2000, thirty years from now, the entire world, with the exception of Western Europe, North America, and Australia, will be in famine."[67]

Perhaps most influential of all would be Paul Ehrlich, author of the bestselling book *The Population Bomb*, who used his platform to unleash a torrent of apocalyptic predictions in sounding the alarm that the earth's diminishing food supply resulting from rising birth rates would lead to imminent global catastrophe.

"The battle to feed all of humanity is over," Ehrlich predicted. "In the 1970s, hundreds of millions of people will starve to death."

Ehrlich would take his soothsaying to the next level in the April 1970 issue of *Mademoiselle*, warning, "Population will inevitably and completely outstrip whatever small increases in food supplies we make. The death rate will increase until at least 100-200 million people per year will be starving to death during the next ten years (by 1980)."

In case people still weren't getting the message, Ehrlich elaborated in an essay titled *Eco-Catastrophe*, in which he confidently predicted that, "Most of the people who are going to die in the greatest cataclysm in the history of

man have already been born . . . By . . .[1975] some experts feel that food shortages will have escalated the present level of world hunger and starvation into famines of unbelievable proportions. Other experts, more optimistic, think the ultimate food-population collision will not occur until the decade of the 1980s."

In an issue of *The Progressive* magazine, which bills itself as "A voice for peace, social justice, and the common good," Ehrlich predicted that between 1980 and 1989, some four billion people, including sixty-five million Americans, would perish in an event he called the "Great Die-Off."

Terrified by the apocalyptic consequences of human reproduction on the food supply, Ehrlich chose to have himself sterilized after having one child.

INDUSTRY, LED BY ADVANCES IN TECHNOLOGY, ACCELERATED THEIR SHIFT TO cheaper food alternatives. Whereas raising animals like cows for beef and milk and chickens to create eggs proved labor intensive, the efficiency in which the new modern machinery of the '70s could churn out mass-produced plant-based products would prove the fiat equivalent to printing money.

Fueled by the pursuit of higher profit margins and government incentives, the industry continued its shift toward the production of machine-processed foods while increasingly transitioning further away from the traditional animal-based diet of the past.

A revolution in low-cost, high-profit "snack foods" ensued, with the businesses experiencing exponential growth. By 1970, Frito-Lay Inc, which produced a popular line of cheap, nutritionally vacant foods such as Cheetos and Fritos, had grown into a corporate powerhouse with annual revenues of $127 million and had merged with the Pepsi-Cola Company to form PepsiCo. Flush with money, the corporate titans joined an already established group of powerful industry leaders to form one of the largest and most influential nutrition-lobbying groups in America.

THE 1970S WITNESSED THE ALIGNMENT OF INTERESTS BEGINNING TO EMERGE between three powerful groups: nutrition science, environmental/religious groups, and industry, with all three coalescing over a common purpose: selling the public on changing their diet from animal-based products to cheap, mass-produced, highly-processed plant foods.

For important players in the field of nutrition science such as Ancel Keys, entire careers and reputations were on the line. Powerful schools of nutrition had been established and at great cost, built largely off industry money and upon the foundation of Keys's diet-heart hypothesis. A refutation of the theory would be a devastating reputational and financial blow to the entire industry.

For anti-meat religious movements and environmental groups, the stakes couldn't be higher in the urgency to convert the nation from carnivores to a diet of plant-based alternatives. The fate of the planet and the salvation of mankind hung in the balance.

For industry, the motivation for shifting the market was much simpler: selling plants was more profitable than selling meat . . . and by a very wide margin.

However, in the decades leading up to the 1970s, these three groups, as powerful as they were, still only had a tenuous grip of influence on the overall American diet.

Nutrition scientists like Keys, and those who espoused his views, may have dominated the media coverage of health but were still largely fringe players to the broader public. The Seventh-day Adventists and the emerging environmental groups had begun to make headway; but for the vast majority, they remained little more than a sometimes mildly interesting curiosity.

Leaders in industry had made larger headway, especially in incorporating "vegetable oils" into the American diet as well as a series of addictive, sugar-based foods. Yet, the majority of Americans still drank whole milk, ate eggs, and consumed enough red meat required for human health.

On August 15, 1971, the balance of power tilted as a powerful new player entered the fray: the fiat money printer.

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Chapter 6

The Philosopher’s Stone

From the Middle Ages to the late seventeenth century, medieval chemists were in a race to discover the most sought-after treasure of the time, the mystical “philosopher’s stone.”

Alchemists believed that if found, the stone would bestow its possessor with unlimited wealth in an ability to turn ordinary metals such as copper, tin, lead, nickel, or iron into precious metals like gold and silver. In the quest to find it, alchemists such as Roger Boyle, the father of modern chemistry, and Sir Isaac Newton, spent untold hours in laboratories examining countless substances in hopes of finally unlocking the great mystery of wealth creation. In 1382, Nicolas Flamel, a French bookseller who lived in Paris during the fourteenth and early fifteenth centuries, claimed to have at last discovered the secret of transforming lead into gold. Flamel died in 1418—and with him, the secret to wealth creation.[68]

This magical ability to transform common everyday material objects into treasure would remain buried for the next 553 years until August 15, 1971, when President Richard Nixon discovered a substance that could be converted into unlimited wealth even cheaper and more plentiful than lead: paper. At last, the long sought-after philosopher’s stone had been discovered.

Through the elaborate alchemy of fiat, the power of the American government to turn small pieces of paper into treasure that could then be exchanged for human labor and desired goods, bestowed ruling authorities with an unprecedented power, the scope of which had never been witnessed in all of human history.

THE AGGRESSIVE PURSUIT TO ACCUMULATE POWER HAS BEEN A DEFINING characteristic of governance, dating back to the rule of Ancient Egypt's pharaoh, if not further. Once attained, this power is never relinquished. . . voluntarily. From swords to guns to nuclear bombs, history has shown that to the extent of the magnitude of a weapon's ability to empower authority, the more fervent its possessor will fight to maintain control.

In the fiat printer, the United States government has in its possession a tool of incalculable power with the ability to control entire populations. Consequently, a priority of governance has become the need to protect it at all costs.

However, like the tale of the troubled man who achieves temporary greatness and wealth by making a deal with the devil (only to be rewarded with a predictably bad end accompanied by eternal damnation), the pact made between fiat and government comes with its own Faustian bargain. In exchange for the ability to create pieces of paper that have been decreed with the property of wealth to its possessor, the rest of society experiences the plunder of its own wealth through a continuous rise in the price of goods and services, none of which are more consequential to governments than the affordability of food.

For authorities, this trade-off creates a dilemma. To give up fiat and go back to sound money would be to relinquish the most powerful instrument the world has ever witnessed. No matter the carnage, the fiat system needs to be maintained at all costs. Inaction is also not an option, as ruling authorities have long understood the relationship between the rising price of food, civil unrest, and their own political survival.

The view expressed by the International Monetary Fund's Managing Director, Dominique Strauss-Kahn, at the joint World-Bank IMF 2008 Spring Meeting echoed that of many government leaders when he spoke of ". . . the consequences [of food price increases] on the population in a large set of countries . . . will be terrible . . . disruptions may occur in the economic environment . . . so that at the end of the day, most governments,

having done well during the last five or ten years, will see what they have done totally destroyed, and their legitimacy facing the population destroyed also."[69]

Stauss-Kahn's warning to government leaders of uprisings resulting from the escalating price of food is deeply rooted in historical precedent:

- In mid-March 1650, famine-stricken Russians took to the streets after their government made a bulk purchase of the nation's grain supplies only to ship it to Sweden. The transaction led to a grain shortage, rising prices ensued, resulting in what became known as the Novgord uprising, where mobs of the hungry rampaged through the streets, burning several businesses and government buildings. In the aftermath, control was reestablished, but only after five people were executed and more than 100 flogged and exiled.
- In late April and May 1775, high food prices ignited an explosion of popular anger in the towns and villages of the Paris Basin when more than 300 riots were recorded in the space of a little over three weeks. The rioters invaded Versailles, angry at the escalating price of flour, before spreading into Paris and into the countryside. The revolts only subsided after soldiers had been deployed, resulting in hundreds of arrests.

In recent years, civil unrest over skyrocketing food prices has escalated. Since 2010, the growing list of casualties include political leaders from Sri Lanka to the United Kingdom.

Rising food prices would be the catalyst for the unrest that exploded into what became known as the Arab Spring, which began in Tunisia in late 2010 before spreading through the Middle East and North Africa in 2011. The uprising occurred after global food prices shot up nearly 33% in September 2010 compared with the same period the year before, according to the UN Food and Agriculture Organization's monthly Food Price Index.

"Mohamed Bouazizi didn't set himself on fire because he couldn't blog or vote," an Emirati commentator wrote in January 2011, referring to the street vendor whose protest act helped launch the revolution in Tunisia and ultimately, the Arab world. "People set themselves on fire because they can't stand seeing their family wither away slowly, not of sorrow, but of cold stark hunger."[70]

In April 2022, skyrocketing food prices led to protests in the island nation of Sri Lanka, home to twenty-two million people, after authorities devalued the Sri Lankan rupee in efforts to secure a bailout from the International Monetary Fund. The move would backfire when the devaluation resulted in predictable price increases and shortages. Between February 2021 and February 2022, beef prices rose 39.5 percent, while chicken increased 57 percent, fish 27.9 percent, mutton 6.8 percent, and pork 7 percent during the same period. Overall, inflation would peak at 90 percent.[71]

In its coverage of the aftermath, the *New York Times* told the story of H.M. Dissanayake, sixty-five, a farmer, and his wife, Malani Mangalika, sixty-four, who together ran a corner store. As a result of the rising food prices, the couple were forced to reduce their consumption of meat from three times a week to once a month. The article stated the couple looked at each other as they tried to remember the last time they had milk.

"Six months ago," Ms. Mangalika said.

"How long since we had eggs?" Mr. Dissanayake asked.

"Two months," she said.

A Reuters headline read like a harbinger to other government leaders. "Sri Lanka crisis sends inflation warning worldwide."

The government reacted to the hungry protesters by declaring a state of emergency, allowing the military to arrest civilians, impose curfews, and work with tech companies to limit access to social media. The efforts to quelch the uprising failed when hundreds of thousands of protesters stormed the presidential palace, forcing President Gotabaya Rajapaksa to flee his country on a military plane on July 12, 2022.

In October 2022, soaring food prices struck Europe, sparking protests and strikes, contributing to the resignation of British Prime Minister Liz Truss less than two months into her job. The crisis continued unimpeded throughout the continent. By December 2022, the inflation rate for food in the European Union had reached 17.82 percent compared to the same month the previous year. The most significant rises were seen in fresh whole milk, eggs, fats, and butter, which saw an average increase of between 30.2 percent to 56.6 percent. Notably, over the same period of time, the benchmark price of rice, a processed mass-producible grain, saw its price *decrease* by almost 20 percent.[72]

After inflation jacked up the price of fuel and food, together with the

price of meat soaring by more than 10 percent over the prior year, civil unrest continued in Europe throughout September and October 2022, with 395 protests recorded in Germany and 265 in France. In total, during the year 2022, researchers at the Washington-based American University documented a global wave of more than 12,500 protests across 148 countries over food, fuel, and cost-of-living increases, the most ever recorded in a single year.

Further, the trend of inflation-inspired violence is expected to accelerate. In the World Bank's January 2023 Food Security Update, it warned that food inflation would remain high, further increasing risks to the stranglehold of power achieved by government regimes well into the future.

David Beasley, head of the United Nations World Food Programme, warned that the political violence due to high food prices could be just the beginning, telling reporters that, "If people can't feed their children and their families, then the politics unsettles."

"You're seeing it happen in the United States, a wealthy nation, with inflation and families at the grocery store buying milk at higher prices. So can you imagine what the heck is happening in places like Chad, Malawi, and DRC (Democratic Republic of Congo)?"[73]

THE MODERN DAY RISE IN FOOD PRICES BEING EXPERIENCED GLOBALLY CAN BE attributed to many variables. However, the primary cause remains constant: the expansion of the money supply. The issue is basic arithmetic.

For example, a person living in a village—in which the economy is based entirely on 100 apples and with a money supply consisting of 100 paper notes to serve as a medium of exchange, all other variables being equal—could expect to be able to buy one apple at the cost of one paper note. However, if the village authority pushes a button, which results in the creation of an additional 100 paper notes and pushes the notes into the economy through their own spending (creating a new total circulation of 200 paper notes), it could be reasonably expected that a villager walking into the market would see the cost of one apple marked up to two paper notes.

If applying current societal trends, the villagers would first react with anger directed at either the shop keep or the owner of the apple orchards for what they would perceive as greed fueled exploitation. In reaction, the same village authority, who had doubled the money supply, would feign outrage

at the sudden increase in apple prices. In turn, the village authority would call for increased rules, regulations, and taxes on apple orchards to keep prices affordable, especially for the apple-loving orphan children who inhabit the village. Next, price controls would be implemented, stipulating under penalty of law, that all apples must be sold at their previous price of one paper note, which in turn would be followed by apple shortages.

The trend continues until the villagers discover that the true culprits aren't the shopkeeper or the orchard owner, but the fiat authority who, through the printing of extra paper, has increased their own wealth at the expense of everyone else's.

This same principle, only on a wider scale, is currently playing out in real time through the apples of the world economy and the button pushers of the United States fiat money printer. First, authorities increase the money supply, allowing them to spend more money to secure more power, while enriching themselves and their corporate donors. Next, they exploit outrage over the subsequent rise in prices as a political tool for the purposes of enacting further legislation, regulations, and/or taxes, while framing each inevitable downturn as further justification for granting them increasing amounts of power, which can then be used to print more money.

The cycle continues, while the cost of food continues to rise and friends of the fiat money printer continue to grow more powerful.

IN THE FIFTY YEARS SINCE PRESIDENT RICHARD NIXON CHANGED AMERICAN monetary policy from one based on gold to fiat, the supply of money has expanded as food prices soared.

In the period from 1950-1970, the two decades directly preceding fiat, the price of food basically flatlined with little or modest changes, while the Federal Reserve's estimate of the total money supply increased by a total of $359 billion over the same period. Contrarily, in the twenty-year period directly following fiat, the money supply soared from $587.33 billion in January 1970 to over $3 trillion in January 1990. By January 1992, the supply of fiat currency that had been created had increased to a staggering $21.5 trillion.[74]

Meanwhile, in the same five decades that have witnessed robots routinely perform successful surgeries and iPhones placed in the hands of its citizenry, it has become more difficult to find the basic nutrients of life, not less.

An examination of the changing cost of one pound of sirloin steak exemplifies the American dollar's degradation. The decision to use steak as an example is not an arbitrary one. There is no single food that is more vital to the health of humans than red meat. Meat delivers all of the vitamin B12 intake needed in the human diet, supplies retinol, omega-3 fatty acids, minerals such as iron and zinc, as well as important compounds for metabolism, such as taurine and creatine. Further, humans have thrived and evolved off of a diet based primarily on red meat for thousands of years, during which a majority of the chronic diseases prevalent in modern times were rare or never existed.

However, the American people's ability to purchase the food most important to their ability to thrive as a species has become increasingly difficult. For example, in 1969, the median income of families in the United States was $5,168.[75] Concurrently, the price of one pound of sirloin steak cost on average $0.78,[76] translating into the average family fifty years ago being able to purchase 18.15 pounds of sirloin steak per day.

By 2022, the same pound of sirloin steak increased to $10.58 on average, with the median individual income rising to an estimated average of $46,001 a year, that same family's ability to purchase steak plummeted to 11.91 pounds a day.

In spite of tremendous advances in science and technology, which have led to increases in efficiency in nearly every category of meat production, the American people still saw a reduction in their purchasing power by more than a third. Of course, 11.91 pounds of sirloin steak a day would be more than enough to fulfill the nutritional needs of almost any family, if food was the only expense needed to live in modern-day America.

A similar rise in prices occurred in all nutrient-rich animal products like eggs, butter, and milk.

Further, this trend has been accelerating in line with the destruction of the currency, whereas real foods have become cost prohibitive. Over this same period of time, American consumers have seen their ability to purchase sugars, grains, and other cheaper, plant-based products become cheaper and easier to attain due to their capacity for industrial production.

For example, in 2022, the price of beef went up 16 percent for the overall category, with uncooked beef steaks rising 16.4 percent and veal 18.8 percent. Meanwhile, ice cream, which is rarely made with whole milk and is instead a storm of chemical additives and refined sugar, saw

comparatively low increase in price of 3.1 percent over the same period of time.[77] The Mexican-themed, fast-food chain Chipotle, which specializes in rice and corn dishes, saw its menu rise by only 4 percent while an 18-ounce box of Cheerios whole grain oats cereal increased by a relatively modest 2.6 percent from $4.19 to $4.30.

In the months between January 2020 and June 2022, the M2 Money supply (the Federal Reserve's estimate of the total money supply, including all of the cash held in accounts) rose 41 percent, marking the largest such rise over a similar timespan in the history of the United States.[78] During this period, nutrient-deficient foods like Doritos, Pringles, and Keebler Cookies showed little, if any, price fluctuation. At the same time, natural non-industrial meat, eggs, and milk, which can't be easily reproduced through technological means, showed spikes in prices commensurate with the increase in money supply.

In November 2022, the *Wall Street Journal* in an editorial cited the research firm ISI in reporting that a rib-eye steak had risen 40 percent from the previous year, nearly identical to the percentage increase in dollars. Due to the dramatic price increase, the *Journal* found that supermarket shoppers had begun "trading down from beef to less-expensive alternatives such as chicken or pork." The article added that some consumers also began "replacing boneless chicken breast with cheaper bone-in chicken."

In April 2023, Tyson Foods, the largest US meat company, announced massive layoffs after reporting that consumers whose household budgets had been battered by inflation, have been purchasing fewer steaks and burgers while gravitating to cheaper food options.[79]

Meanwhile, on the social media platform TikTok, "Dollar Store Dinners" had gone viral, as families priced out of red meat began feeding their families cheap, processed meals purchased from discount stores. While the meat industry hemorrhages, Dollar General, Dollar Tree, and Family Dollar continue to expand nationwide with all three discount retailers operating 34,000 stores nationwide and set to open thousands more in the coming years. The result: Meat has become a luxury for low and middle-tier consumers.

The rise in protests, riots, and general societal upheaval is expected to intensify as food prices continue to soar, according to researchers at the New England Complex Systems Institute in Cambridge, Massachusetts.

The researchers claimed to have developed a model that allows them to forecast future social unrest by identifying "a very well-defined threshold [for food prices] above which food riots break out" through utilizing data from United Nation's Food Price Index, which tracks the monthly change in international prices for a basket of dairy, meat, sugars, and oil/fats. The model had previously demonstrated how big spikes in food prices coincided with food riots in 2007-2008 and 2011.

Researchers at the Complex Systems Institute now predict that the soaring cost of food has put the world on the precipice of another major cycle of violence. For governments around the world seeking to retain power, the question isn't *if* they will deal with rising food costs, but *how.*

In America, faced with the choice of either turning off the fiat money printer or allowing the resulting rise in food prices along with the risk of social unrest that accompanies it, authorities have successfully carved out a third path.

Another "masterly manipulation."

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Chapter 7

A Masterly Manipulation

Americans are increasingly unable to afford the nutrient rich food they need to thrive, but instead of uprisings or widespread protests, as have been the historical precedent, the public reaction among citizens of the United States has been largely muted. The reason: Authorities have learned that a ruling party may endure the rising costs of food if it can successfully obscure this truth from its people.

Just as food technology has advanced with breakthroughs in science and machinery that make the production of all food easier, so have the range of sophisticated methods and schemes authorities have used to meet the goal of hiding the rising cost of food from its people. In this pursuit, the government has employed four main tools to accomplish this feat: direct executive or legislative policy; the large financial subsidization of both nutrition science and cheaper plant-based food crops; the use of rigged complicated statistical metrics; and straight fraud and deception.

The force of the government's own apparatus via legislation, federal budget procedures, or more commonly, the dictate of unelected government agencies is often the first tactic employed to blunt the effect of food inflation.

The crudest intervention is the establishment of set prices under the

threat of force, known as “price controls,” in an effort to make goods *appear* artificially low in comparison to their actual value.

In the late third century AD, Roman Emperor Diocletian tried to set maximum prices for all commodities, after a failed scheme to increase the nation’s supply of money. The emperor issued a declaration that all the coins of the realm needed to be recalled for repairs. However, once in the hands of Roman officials, they went to work reducing the gold or silver content of the money without changing its original face value by filing off small parts of each coin or introducing cheaper alloys before putting them back into circulation. This devaluation enabled Roman officials to increase the money supply while using the same amount of gold and silver, resulting, predictably, in a corresponding increase in prices.

In response to the subsequent Roman outrage over inflated costs, the emperor issued an Edict in 301 AD, setting ceiling prices on all types of goods. In a foreshadowing eerily reminiscent of modern political maneuvering, instead of admitting it was the government’s own debasement of the money supply that had caused its purchasing power to plummet, blame was instead cast on its own people, in particular, the greed of the wealthy. Diocletian wrote in a proclamation introducing the edict:

> “We must check the limitless and furious avarice which with no thought for mankind hastens to its own gain. This avarice, with no thought of the common need, is ravaging the wealth of those in extremes of need. We—the protectors of the human race—have agreed that justice should intervene as arbiter, so that the solution which mankind itself could not supply might, by the remedies of our foresight, be applied to the general betterment of all.
>
> “In the markets, immoderate prices are so widespread that the uncurbed passion for gain is not lessened by abundant supplies. Men whose aim it always is to profit, to restrain general prosperity, men who individually abounding in great riches which could completely satisfy whole nations, try to capture smaller fortunes and strive after ruinous percentages. Concern for humanity in general persuades us to set a limit to the avarice of such men. Profiteers, covertly attacking the public welfare, are extorting prices from merchandise such that in a single purchase a soldier is deprived of his bonus and salary.”

In order to ensure that his orders were followed, it was declared that anyone caught trading goods or services at anything but the value prescribed by the emperor would be punished by death. In short time, with the artificial prices set to low, a large-scale scarcity ensued of nearly all commodities, as few wanted to part with their assets at the below-market value.

Diocletian was forced to repeal the price-fixing edict and by 307 AD, prices had stabilized, remedied only after the government halted further dilution of the money supply.[80]

America's first large-scale attempt at price controls came in 1906, after President Theodore Roosevelt convinced Congress to pass the Hepburn Act, which empowered the government to set the rates that railroads could charge shippers.[81] However, formal, ticket-based, consumer-rationing schemes was not adopted until thirty-six years later with America's entry into World War II. On January 30, 1942, the Emergency Price Control Act granted the Office of Price Administration (OPA) the authority to set price limits and ration food and other commodities.

As happened in Roman times, American lawmakers set prices artificially low, subverting the laws of supply and demand, inevitably resulting in shortages. In response to the empty shelves, governments implemented a system of rationing in which each person was limited in the amount of goods they were allowed to purchase regardless of available resources. On behalf of the cause, the OPA was tasked with the production of five billion ration books, which were to be issued to every American. By March 1943, American citizens were unable to purchase cheese, fats, canned fish, milk, and other foods without government-issued food coupons.

But it was the restriction of meat that became the centerpiece of government propaganda efforts. Posters were hung in post offices, grocery stores, and train stations across the United States, imploring Americans to "share the meat." Restaurants had "meatless Mondays" as officials played off American sympathies; and the common refrain echoing through the media was that it was a "patriotic duty" for citizens to limit meat consumption and that the selfish eating of meat would hurt the war effort abroad. Small portions of meat were made available for domestic consumption. As one poster from the era explained, people over twelve were allotted two-and-a-half pounds of beef, veal, lamb, and pork a week. Kids under six were awarded a ration of a quarter of a pound.

It was vital that red meat be preserved, explained officials, so the troops abroad would have the strength to fight for the nation's freedoms. Meanwhile, on the domestic front, authorities pushed fruits and vegetables, promoting "victory gardens," which were dutifully planted in spacious rural areas, rooftops, and in flower boxes.

The shortage of available meat spawned a black market in which, for enough money, people could buy choice cuts of meat in secret. By April 1943, black market meat sales were being conducted by desperate citizens.[82] In response, authorities employed a multipronged campaign to encourage citizens to report their fellow meat-eating Americans to one of the 5,000 local rationing boards that had been set up around the nation for the arrest and prosecution of anyone who broke the "homefront pledge."

The media kicked into overdrive on behalf of authorities. "OPA Speeding Drive on Food Violators," screamed a May 13, 1943, *New York Times* headline.

"Federal grand juries are being convened in Brooklyn and Manhattan to investigate price gouging and other foods, it was disclosed yesterday after six wholesale poultry concerns and thirteen of their officers had been arraigned."

The article warned that OPA enforcement had continued its "campaign against smaller dealers who flout ceiling prices obtaining convictions in five cases." Next, the article quoted Jack Kranis, General Counsel of the Federation of Kosher Meat Dealers of Greater New York, imploring his fellow meat sellers to come clean to authorities on any "overcharging."

"I feel it the patriotic duty of any retail butcher who has any such information to give it to the OPA or grand jury in order to stamp out black markets and keep the cost of living in line."

Despite the rationing, and the harsh penalties that accompanied violations, or more accurately, because of them, shortages of staple foods continued.

Americans were hungry, nutritionally depleted, and becoming increasingly cantankerous, spurring the United States government to launch another public relation/propaganda blitz. This time, the propaganda framed the hardships resulting from the shortages and soaring costs of living as a triumph, touting that "The rise in the wartime cost of living today is less than half the World War I increase . . . only the patriotic cooperation of the public and businessmen with the government's price control program made this record possible."

Shortly after the war price controls were abandoned, meat returned to the market, and the public felt satisfied with themselves that they had done their patriotic best.

THIRTY YEARS LATER, INFLATION REARED ITS HEAD AGAIN WHEN IN 1971, President Richard Nixon declared a freeze on all prices and wages throughout the United States. The rise in prices had been due, in large part, to the spending policies of past administrations who had overseen the circulation of paper redemption notes exceeding the amount of gold held in the United States Treasury. Like Emperor Diocletian, President Richard Nixon refused to place responsibility on the government, instead placing blame on the "money speculators."

It would be the first peacetime institution of wage-and-price controls in American history. Predictably, they didn't have the desired effect. As Daniel Yergin and Joseph Stanislaw explain in *The Commanding Heights*: *The Battle for the World Economy*, in 1972, it had become obvious to nearly everyone that price controls didn't work, writing, "Ranchers stopped shipping their cattle to the market, farmers drowned their chickens, and consumers emptied the shelves of supermarkets."

After Nixon allowed the price controls to expire, meat prices skyrocketed to record levels as the natural market once again took hold. Together, over the duration of 1973, the price of beef, chicken, and fish rose 26.3 percent with dairy products soaring by 22.5 percent, according to data later released by the government.

When Nixon was asked on March 15, 1973, if he would consider reinstituting price controls to bring down the price of meat, the President ruled out the idea, admitting price controls didn't work. Only two weeks later, on March 29, 1973, the President gave a prime-time address to announce his plans to "stop the rise in meat prices now."

"Meat prices cannot go higher," Nixon told the audience. "With the help of the housewife and the farmer, they can and should go down." [83]

Of course, meat prices *went* higher.

IN NIXON'S 1971 SPEECH INITIATING FIAT, THE FEDERAL GOVERNMENT DISCOVERED an instrument that allowed it to create unlimited amounts of new money. Shortly after, this weapon would be deployed on the American economy to manipulate the American food supply through incentivizing large farms to get larger and cheap foods to get cheaper. President Nixon's appointment of Earl Butz as Secretary of Agriculture served as the blunt object in a mission to consolidate and corporatize the nation's food supply.

Fewer American farmers exist today than there were during the Civil

War, despite America's population being nearly eleven times larger.[84] This is not an accident of fate, but a business model developed to mask the effects of inflation.

Butz, who had formerly sat on the boards of various agribusiness companies, arrived in Washington DC with a stated goal of bringing down the price of food. His plan was to encourage the creation of massive corporate mega-farms that could produce at scale and would buy up the smaller family farms, turning America's heartlands into one large industrial grain processing machine. With the power of the federal government printing press at his back, Butz warned farmers to, "Get big or get out." He meant it.

Through the weaponization of debt and credit overseen by Butz, large farming conglomerates were given access to better government guaranteed loans and at a lower interest rate than smaller farmers, giving them an advantage they didn't need while completely distorting the market for food production in the process. As a result, small farmers were forced to sell their plots to large corporations, consolidating America's vast farmlands and setting in motion the growth of the corporate industrialization model of food that still exists today.

Butz's strategy to lower food prices paid dividends in the short term, as the mass production of crops led to an increase in the food supply. It would only be a matter of time before the policy seeds planted by Butz began to bear its most consequential fruits in the health of the American people. However, government policies of the 1970s didn't push the mass production of all crops equally. Butz and his agency elevated some crops over others, effectively usurping the market by picking winners and losers, with the biggest winner being corn. The 1971 farm bill had been revised by Butz to encourage overproduction of corn as part of his mission to weed out small farmers by awarding cash infusions based on the amount of corn churned out, regardless of market demands. Consequently, smaller farmers who could not produce enough corn to be eligible for the subsidies ended up being driven out of business, while the larger farms thrived. This resulted in the doubling of the average farm size in the United States.

Since 1960, the total farm-subsidy package for crops and other programs had grown. In 1961, the subsidy package cost less than $1.5 billion. By 1964, it was almost $2 billion. Post-fiat, the amount would double, in 1972 surpassing $4 billion.[85]

By the mid-'70s, large corporate farms were planting "fencerow to fencerow," as Butz put it. The result: Corn was everywhere. Having no way of selling all of the corn being produced, industry poured money into research to discover new and creative ways to maximize the surplus. The industry had two ideas: ethanol, which could be used in cars; and high-fructose corn syrup, which industry leaders hoped would break up the sugar industry's hold on the soda market.[86] The creation of both involved the process of "wet-milling," which isolates the corn's starch.

In the creation of ethanol, the starch is fermented and distilled into pure alcohol. To make high-fructose corn syrup (HFCS), an enzyme is added to the starch that transforms a portion of its glucose into fructose—producing a substance similar to sugar. While HFCS has the same number of calories as an equal amount of sugar, by containing a higher concentration of fructose at 55 percent, the digestive tract doesn't absorb it as well as other sugars.[87]

Like vegetable oils, HFCS was originally touted as a healthy alternative to sugar. Products containing HFCS, or "fruit sugar" as it was commonly called, were often sent with educational material describing a near miraculous ability to "aid in weight loss, help cure alcoholism and mental disturbances, and allow a healthy person to concentrate better, be more cheerful, and face daily problems with a sharp eye and mind." [88]

Subsidies for corn being higher than the ones awarded to sugar producers (discussed later in the chapter), HFCS was able to elbow out its competitor by offering a cheaper alternative. By 1980, Coca-Cola began using HFCS in its beverages. By the mid-'80s, most other soft drink companies, including Pepsi, had followed suit. Five years later half of all sugar consumed each year came from corn sweeteners, two thirds of which were HFCS. Meanwhile, ingredients on food labels increasingly began being bumped for cheaper corn-based substitutes in everything from breads to tomato sauce to yogurts and nearly anything else that could be found in the middle aisles of a grocery store.

By 2020, the amount of subsidies awarded to corn growers had reached a staggering $9 billion.[89] No new taxes needed to be raised to cover this expenditure. The money was created. The United States had already spent the $3.4 trillion it had collected in taxes from its citizenry that year, along with much more, as evidenced by its growing national debt (which in 2020

was estimated to be $28.17 trillion). No explanation was offered on why the same Big Mac that in 1970 cost $.65, by 2020 would cost $4.95.

For the Agro-Industrial Complex, the subsidies led to corn's complete domination of the American food supply.

Today, no other American crop can match the sheer size of corn. A typical field of corn yields between 140 and 160 bushels per acre, with the crop mainly used for biofuels (roughly 40 percent is used to satisfy ethanol mandates) and animal feed (roughly 36 percent). Most damaging of all, by 2022, the average American had consumed 42 pounds of high-fructose corn syrup per year, the equivalent of 3,865 teaspoons of corn syrup or almost 11 per day.[90]

In the United States, corn has become such a pervasive part of the diet that people have increased their consumption of the grain to the extent that they have become corn, literally. Todd Dawson, a plant biologist at the University of California-Berkeley, explained to CNN that by testing a single strand of hair and looking for a form of carbon found in the grain, he could determine how much corn is in a person.

"We are what we eat with respect to carbon, for sure. So if we eat a particular kind of food, and it has a particular kind of carbon in it, that's recorded in us, in our tissues, in our hair, in our fingernails, in the muscles."

Dawson said that the strand of a typical American's hair revealed about 69 percent of the carbon amassed in their body had come from corn.

The Agro-Industrial Complex has benefited through increasing profits, paid for in part through the degrading health of the public. In a study of rats conducted by Princeton University, those with access to corn syrup gained significantly more weight than those with access to table sugar, even when their overall caloric intake was the same.[91] Further, regular consumption of corn syrup has been linked to chronic inflammation caused by high blood sugar, which over time can lead to a host of metabolic illnesses, including diabetes and kidney disease.

Only behind corn on the list of most successful recipients of fiat subsidized largess is soy, which in 2020 alone received $4 billion, according to a report from the Agriculture Fairness Alliance.[92] The relatively newfound popularity of the soybean in America can be largely attributed to the manipulation of the food market through government funding.

While soy sauce had been popular in Europe, in the late 1800s, Americans rarely regarded soy as edible, with its most common use being for cattle feed or later, to fix nitrogen in the soil.

Like the cottonseed, soybeans' meteoric rise from inedible waste product to indispensable staple of the modern American diet was brought about by a confluence of powerful industry players.

Beginning in 1908, German soybean refining companies first decided to vacuum dry the sludge that resulted from making soy oil, patent the process, and sell it as "soybean lecithin." To make the gunk-like slime appear palatable, a separate process was employed to suppress its foul odor in addition to a bleaching agent to make it appear light yellow in color.

The Seventh-day Adventist Church had begun championing soy as a healthy alternative to meat in its ability to repress unholy carnal urges (as discussed in Chapter 3:The Seventh-day Adventist) in the early twentieth century.

The United States government tipped the scales further during World War II, when due to a scarcity of meat, they first began pushing soy as an affordable replacement.

Soy saw another resurgence in the 1970s with the installment of the fiat money printer, empowering authorities with the ability to hand over vast sums of dollars to corporations to incentivize them to produce even more soybeans and to sell them to the public at below-market prices.

By the 1980s, the US Food and Drug Administration promoted soy as a health food, promoting consumption of the bean as a way to reduce the risk of heart disease.[93] By 2020, the incentives had led to a surplus of the beans. Like corn, corporate interests began replacing more natural and palatable food ingredients with the cheaper soy sludge.

Today soybean oil is the most widely produced and consumed edible oil in the United States, according to the US Department of Agriculture, and is used in everything from fast-food frying, packaged foods, and also being fed to livestock.[94] By 2022, Americans were consuming 11.56 million metric tons of the oils produced from the soybean.[95]

However, data has indicated that previous soy-adverse generations of the past might have been right all along. According to a 2009 study published in the journal *Reproductive Toxicology*, eating large amounts of the isoflavones found in soy could be linked to a catalog of health concerns. These concerns include the reduction of fertility in women, the trigger of

premature puberty, and disruption of the development of fetuses and children. Further research conducted by researchers at UC Riverside in 2020 showed that the consumption of soybean oil not only leads to obesity and diabetes but could also affect neurological conditions like autism, Alzheimer's disease, anxiety, and depression.

Arguably, however, the most consequential change in the human diet since man discovered fire has been in the meteoric rise of sugar, which stands behind only corn and soy in the amount of government subsidies received.

While white sugar has been consumed by people for several hundred years, it was only after the refining process was first developed in the early nineteenth century that the crippling effects of sugar addiction began to grab a foothold on the populace.

For the vast majority of their time on earth, to get their sugar fix, humans had to rely on chance encounters of finding fruits, honey, syrup from trees, or agave nectar from cactus. Sugar consumption remained low throughout the eighteenth century, the majority of which was produced through a process of boiling the sugar cane plant in an open kettle. The sugar that emerged would be diluted with molasses and other plant parts that would serve the benefit of dulling its potency. That would change in 1813 when the British chemist, Edward Charles Howard, invented a method of refining sugar, which involved boiling juice from the cane plant in a closed pot heated by steam and held under partial vacuum. The refining process developed by Howard, which is remarkably similar to the method in which cocaine is derived from the coca leaf, succeeded in completely removing the molasses from the plant to give the white crystals a purity higher than 99.7 percent.

Howard's innovation had a profound effect on the human diet, whereas in 1700, the average British subject ate four pounds of sugar per year. By the 1830s, that number had more than tripled, rising to fifteen pounds. By 1920, after Howard's refining methods had become widespread, the average amount of sugar eaten in a year would skyrocket to an astonishing 100 pounds.[96]

Through the next several decades of the twentieth century, sugar consumption remained relatively flat, rising slightly in 1973 to 120 pounds per person annually.

While corn and soy are subsidized to create cheaper markets that

artificially increase demand, sugar is subsidized to create a more expensive market to the benefit of the industry. The Farm Bill, officially known as the Agriculture and Food Act of 1981, empowered the federal government to control the production and importation of sugar with the purpose of ensuring minimum price levels. The policy resulted in the price of sugar being significantly higher than those found on international markets, fattening the profit margins for sugar farmers and producers through the boosting of domestic prices at the expense of higher costs for the American consumer.

From 1982 through 2016, the average US sugar price was 29.28 cents per pound, nearly double that of the average world price of 15.12 cents, further facilitating the industry wide shift to HFCS.[97]

The federal government primarily supports the sugar industry through loans to sugar farmers that business leaders are then allowed to repay with their own product if prices fall below a certain amount per pound. This program functions as an effective mass purchase of sugar, which drives up prices for consumers while subsidizing the industry. The government then sells this sugar at a steeply discounted price to ethanol producers, who then use it to mix with fuel, a process that has had a corrosive effect on automobile engines.

However, despite the staggering amount of fiat dollars used to create artificially high sugar prices, demand has only increased. The reason: Sugar isn't a food, but a highly addictive drug. For those hooked on refined sugar, their bodies require it as a source of fuel, replacing fat, and resulting in the chronic ups and downs that have become known as "sugar crashes."

By the year 2000, the average American's consumption of sugar had increased to an astounding 150 pounds of sugar per year, according to the US Department of Agriculture. This drastic shift in the human diet, over a brief interlude of time, has been unprecedented. Mankind has been estimated to have lived on earth approximately six million years, during which time the amount of sugar consumed by the average person was closer to, and most likely less than, the four pounds annually attributed to the human living in the year 1700.

The effects of this dramatic counter-evolutionary dietary shift in the ways humans eat, all within the span of a few generations, have led to mass poisoning of society, whereas in the past, health authorities pushed a narrative that painted sugar as a benign source of "empty calories," with the

worst side effects being tooth decay. In recent years, the dangers inherent in refined sugar have begun to come to light. Eating sugar triggers the release of feel-good hormones in the brain, such as dopamine. Once that good feeling has worn off, a person is left wanting more—not unlike cocaine or nicotine, only with potentially deadlier consequences.

A study purported to show that sugar is *eight times* more addictive than cocaine and has no positive value to humans.[98] Speaking to the media about the study, DiNicolantonio said, “In animals, it is actually more addictive than even cocaine, so sugar is pretty much probably the most consumed addictive substance around the world, and it is wreaking havoc on our health.”

Further, sugar has led to demonstrable sickening of the world population, particularly in America, where morbid obesity, high blood pressure, heart disease, and nearly half a quarter of all children under twelve suffer from prediabetes.

In 2023, researchers in China examining 8,601 previously conducted studies found “significant harmful associations” between dietary sugar consumption and diabetes, gout, obesity, high blood pressure, heart attacks, strokes, asthma, tooth decay, depression, premature death and some cancers —including breast, prostate and pancreatic cancer.[99]

Arguably sugar’s most destructive consequence to human health comes from diabetes. In Arabic, the word for diabetes is مَرَضُ اَلسُّكَّرِي, pronounced *maraDu assukkari*, which translates to “sugar disease.” Likewise, diabetes mellitus translates into “siphon sweetened.”

Through its inflationary theft, authorities have redistributed the wealth from its productive citizenry to the Agro-Industrial Complex in an effort to transition the public away from meat and into a cheaper industrial food supply.

If a person’s diet is composed of corn, soy, and sugar, inflation increases at a far slower and more manageable rate.

THE WORD “INFLATION” HAS ITS ORIGINS FROM OLD FRENCH, BORROWED FROM Latin *inflātiō*, which translates to an act, instance of, or state of expansion.

During the nineteenth and most of the twentieth century, the word inflation in terms of economics had a clear, undeniable meaning: an increase in the quantity of money, leading to a devaluation of existing

money. However, in a further attempt to conceal the effect of its post-1971 fiat imposed monetary expansion, and in true Orwellian fashion, the former definition of the word was banished, replaced by a new fiat-friendly term that would successfully divert blame away from the money printer.

In 1919, the Federal Reserve defined inflation as "the process of making addition to currencies not based on a commensurate increase in the production of goods." By 1978, with politicians wanting to deflect blame for their monetary policy, the Federal Reserve redefined inflation. No longer was the force behind inflation an expansion of the money supply; rather, according to the Federal Reserve Bulletin, "Most prominent among these inflationary forces were a drop in the exchange rate of the dollar, a considerable increase in labor costs, and severe weather."[100]

The first defines inflation as a condition of the currency, while the latter makes no reference to money, instead appearing to make it seem that by 1978, inflation was just as likely caused by a large thunderstorm.

THE CONSUMER PRICE INDEX (CPI) EMERGED AS AN INDEX TO CALCULATE COST OF living during World War I, after an increase in the money supply led to a surge in prices. In January 1919, monthly retail prices of essential products began being monitored by the Federal Government's Bureau of Statistics for the stated purpose of giving the public worker more power in wage negotiation.

But it wouldn't be long before the measure became problematic for authorities. The first year-over-year analysis revealed a shocking rise in prices: from February 1919 to February 1920 fuel and lighting increased by 11 percent, while metal and metal products by 12.5 percent. Most devastating of all was the price of food, which over the same twelve-month period shot up by 24.5 percent.[101]

The release of the CPI alarmed the public in making clear the scope of the problem. More consequentially, the black-and-white ledger revealing the loss of purchasing power reflected poorly on political leaders and their monetary policy. The result was a slow shift in the methodology of the calculations which, in time, resulted in rendering the metric useless.

In its infancy, CPI was determined by government economists through its collection of essential items used by Americans of what would become known as its "basket of goods"—like eggs, milk, and beef—which would then be tracked over a measure of time, giving the public a relatively clear

snapshot of how much prices have risen. By the time it had become clear that the CPI brought too much unwanted attention to the degradation of the nation's money supply and making it a liability to authorities who ran or benefited from the fiat money printing apparatus, the decision would be made to destroy it.

The fixed "basket of goods," would, at times, need to be changed to allow for substitutions, it was argued. In justification of the change, authorities argued it was incomplete since it didn't allow for the measurement to reflect changes in consumer preferences. As a result, the formula evolved from a basket calculating the retail prices of 44 fixed basic items originally used under the 1919 system, to an ever-revolving 299 goods utilized today. In replacing a basket of fixed goods with one composed of products that reflect consumer spending, officials have been able to use the CPI as a propaganda tool to advance a political narrative that inflation is under control.

Since the CPI is based on consumer spending, which is itself determined by prices, it has become impossible to discern any tangible meaning. In the *The Fiat Standard*, author and economist Saifedean Ammous describes how the scam works by using the relevant example of steaks. Ammous writes:

> "As prices of highly nutritious foods rise, people are inevitably forced to replace them with cheaper alternatives. As the cheaper foods become a more prevalent part of the basket of goods, the effect of inflation is understated. To illustrate the point: imagine you earn $10 a day and spend them all on eating a delicious ribeye steak that gives you all the nutrients you need for the day. In this simple (and, many would argue, optimal) consumer basket of goods, the CPI is $10. Now imagine one day hyperinflation strikes the economy and the price of your ribeye increases to $100 while your daily wage remains $10. What happens to the price of your basket of goods? It cannot rise tenfold because you cannot afford the $100 ribeye. Instead you make do with the chemical shitstorm that is a soy-burger for $10. The CPI, magically, shows zero inflation. No matter what happens with monetary inflation, the CPI is destined to lag behind as a measure because it is based on consumer spending, which itself is determined by prices. Price rises do not elicit equivalent increases in consumer spending, they bring about reductions in quality of consumed goods. The change in the cost of living cannot be reflected in the price of the average basket of goods because the goods comprising that basket are in turn determined by the change in the price. This is how we can understand that prices continue to rise while the CPI registers at the politically optimal 2-3 percent per year level. If you are happy to substitute industrial waste sludge for rib eyes, you will not experience much inflation!"

It is through this flexibility in the basket of goods that government

authorities have been empowered to change the CPI from a tool originally intended to measure a rise in the prices of goods over a specific period of time, to its current iteration that serves to obfuscate the theft of American wealth committed through the devaluation mechanism of its fiat printing press.

For example, in 1972, when beef, poultry, and pork prices began soaring, Nixon's appointed Treasury Secretary Arthur Burns ordered all three out of the CPI basket of goods. A year later, after home heating oil and electricity quadrupled, Burns decided both of those items would be removed, too.

Stephen S. Roach, who at the time was a professional economist at the Federal Reserve, recalled that when the staff protested, arguing that it made no sense to remove such essential items, "Burns was adamant. If we on the staff wouldn't perform the calculation, he would have it done by 'someone in New York,' an allusion to his prior affiliations at Columbia University and the National Bureau of Economic Research."

Burns was only getting started. By the time he had left his post in 1978, only about 35 percent of what had originally been in the CPI basket remained.[102]

However, if manipulating the perception of food prices through price controls, subsidies, and phony metrics wasn't enough, the government has also shown a willingness to resort to straight deception.

The most infamous *known* case occurred during the debt crisis in the 1960s, which had been largely the result of President Lyndon Johnson's social spending programs and war funding in Vietnam. When by 1965 the resulting loss in the purchasing power of the dollar had begun to take its toll on the President's favorability numbers, Johnson first cast the blame for rising prices on the reluctance of housewives to switch from whole milk and butter to the cheaper alternatives like powdered milk and margarine. In the spring of 1966, the political implications became more dire when the price of eggs spiked. Johnson confronted his agriculture secretary, Orville Freeman, to demand answers.

Freeman explained that the soaring costs were a simple issue of supply and demand—and there was nothing that could be done. President Johnson disagreed. According to a passage from Robert Samuelson's *The Great Inflation and its Aftermath*, the President then directed the US Surgeon General to issue a phony warning about the hazards of cholesterol in eggs.

The actual evidence that eggs were unhealthy never existed. Nevertheless, millions of health-conscious Americans dutifully changed their diets, secure in their belief that eggs must be bad for one's health. As a result, egg consumption in the United States plummeted and the prices came back down, temporarily, but not before taking its political toll and contributing to Johnson's decision *not* to pursue a second term in office.

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Chapter 8

Alliance

In 1971, the book *Diet for a Small Planet* was released, sparking a revolution on a new front in reshaping the narrative on the human diet.

In changing the way many people viewed global hunger in an era of rapid population growth, coupled with the threat of overpopulation being pushed by the scientific establishment, the best-selling book played a pivotal role in creating a political alliance that exerted outsized influence and helped shape American attitudes toward food.

The book's author, Frances Moore Lappé, posited the theory that mankind's inefficiency in how people eat meat threatened the natural order of the planet and placed humanity on the brink of running out of the food needed for the survival of the species. The message resonated with a powerful cross-section of environmentalists, academics, religious groups and the media. By 1975, the *New York Times* heralded "across the country more and more people—especially the young are giving up 'flesh foods' in favor of a vegetarian lifestyle." The most popular reason cited by the article's author was "the political-ecological argument that, for moral reasons, red-meat eaters should sustain themselves lower on the world's threatened food chain. The 'new vegetarians' as adherents to this theory call themselves, do not feel that it is morally right at the time of a world food

crisis to eat red meat."

The theory that population growth would cause a depletion of the planet's food supplies has since been demonstrably proven to be false. In fact, the exact opposite has occurred. Despite a growing population, nearly every tangible asset on earth, from food to copper, has *increased* in supply.[103]

Still, the anti-meat movement continued to persist as a matter of faith, along with an ever-changing list of justifications for its prohibition.

Diet for a Small Planet, along with Rachel Carlson's *Silent Spring* published nearly a decade earlier, received critical acclaim in literary circles and became required reading throughout academia.

More consequently, it marked the common cause of two once divergent groups that reshaped the power center of the traditional left and the American political landscape: the anti-meat religious disciples of John Harvey Kellogg and a new burgeoning group of environmental activists. No formal declaration of alliance was made. None was needed. Stronger was the shared worldview that the sins of mankind would lead to apocalyptic retribution.

However, the belief that human choice inevitably led to punishment from the Gods pre-dates the anti-meat environmental left, the Seventh-day Adventist as well as the Millerites they had descended from, stretching back nearly to the beginning of civilization.

The very first weathermen were often medicine men, high priests or witch doctors, whose duties involved not only foretelling the weather but also constructing elaborate systems of prayer and ritual meant to placate the gods to ensure favorable conditions in the future. Lightning was a way for Zeus to show his anger, just as it was for Thor in ancient Nordic mythology. In many early civilizations, extreme weather events were believed to be direct manifestations of the mood of the gods, who were apt to punish the misdeeds of humans with terrible storms, droughts, and floods. In the Old Testament, the sins of humanity had grown so great, that God decided to wipe out his own creation and start over by sending a flood so destructive that only a single family would survive.

Other cultures believed that destructive weather—earthquakes, volcanoes, El Niño winds and tsunamis—were caused by humans offending the gods. In return, blood was demanded, giving rise to human sacrifice.

In the 1600s while Europe was enduring what historians now call the Little Ice Age, where the cold weather had led to a smaller crop yield, authorities of the day attributed it to the actions of females believed to be witches. Countless women were apprehended, confessions coerced, and only after the "witches" admitted their scheme to freeze the crops through their evil magic, would justice be rendered. This irrational belief that women could control the weather resulted in mass murder on a horrific scale.[104]

In modern times, the rituals have become more elaborate; but the devotion by a large segment of society to the worldview that mankind has control over the weather remains equally intense.

In this most recent iteration, it is humanity's sinful exploitation of the earth largely signified by its lust for meat and "fossil fuels" that have angered the gods and is to be blamed for the warming, cooling, or any perceived extreme weather event that occurs. Although ritual burnings and mass hangings are now frowned upon in most parts of the world, human sacrifice to appease the weather gods is still required, at arguably far greater costs in terms of both treasure and human life.

While past cultures often sacrificed one person per season to fix the weather, today's high priests and priestesses sacrifice millions. In diminishing the energy supply through the regulatory process and the raising of taxes on energy, climate activists have caused millions worldwide to die prematurely with an estimated 4.5 million people dying every year from cold weather.[105]

Modern day offerings include the confiscation of wealth along with the diminishment of the energy supply through an ever-growing punitive system of taxes and regulations that also serve to further enrich the ruling class.

Today's high priests and priestesses can be found in the halls of academic institutions and credentialed political establishments. In addition, social media platforms work in conjunction with the media to dispense an endless stream of fear-based propaganda forecasting imminent doom if the behavior of humans isn't modified, while at the same time marginalizing any dissent from skeptics cast aside as modern-day heretics.

Purveyors of the modern doomsday meat cult range from heads of state to social media influencers.

- Al Gore, the former vice-president and environmentalist, has publicly shared his decision to switch to a vegan lifestyle, claiming in an interview with ABC, ". . . that the growing meat intensity of diets around the world is one of the issues connected to this global crisis—not only because of the CO_2 involved, but also because of the water consumed in the process." In January 2006 when promoting his Oscar-winning documentary, *An Inconvenient Truth*, Gore declared that unless the world took "drastic measures" to reduce greenhouse gasses, that the earth would reach a "point of no return" by 2016, calling it a "true planetary emergency." Gore's bank account grew exponentially through his investments in the renewable energy schemes he touted as essential to human survival, as did his waistline, presumably from shifting his diet away from meat.
- In 2018, vegan climate activist and social media influencer Greta Thunberg told her millions of followers that meat, dairy, and eggs were "stealing" her generation's future and quoted an expert's claim that "climate change will wipe out all of humanity" by 2023.
- In a June 21, 2019, *New York Times* piece titled "Fake Meat Will Save Us," the sentiment was put forward that, "changing what we eat is the biggest thing we can do to save the planet." The article continued, "Plant-based eggs, nuggets, and burgers are far less likely to hasten the inevitable last act of the Age of Man than the food sources they replace."
- An April 4, 2022, headline in Reuters regurgitated dire warnings from the United Nations Intergovernmental Panel on Climate Change that we all must "reduce our meat consumption to fight climate change and improve food security." The article quoted the report in claiming, "The window for making these changes is closing fast. If there is further delay in reducing emissions, we will miss the opportunity to successfully manage the climate change transition in the land sector."
- "The End of Meat is Here," screamed another headline, this one from Jonathan Safran Foer, an influential activist and author. Foer's most recent book, hilariously titled, "We Are the Weather," seriously suggests to his readers that their dietary choices are the planet's thermostat and urges climate followers to resist the "all-too-human

reluctance to sacrifice immediate comfort for the sake of the future" that has turned "our planet into a farm for growing animal products." Fortunately, Foer has an answer. "Only collective action will save our home and way of life. And it all starts with what we eat—and don't eat—for breakfast."[106]

- In 2022, Sandrine Rousseau, a member of Parliament from France's Green Party declared that "if you want to resolve the climate crisis, you have to reduce meat consumption and that's not going to happen so long as masculinity is constructed around meat."[107]

The historical precedent of doomsday cults set by William Miller in the 1800s bears many similarities but also a notable difference. In 1844, when Christ failed to arrive as predicted by Miller, he didn't reframe his argument (a task later accomplished by Ellen White in her founding of the Seventh-day Adventist Church). Shamed, Miller went into hiding. Contrarily, modern-day prophets of doom appear to have developed an immunity to shame. Once their apocalyptic predictions fail to come to fruition, as they inevitably do, they simply move the goalposts further down the road or scrub them out of existence entirely. Vice President Gore moved his end-of-days prophecies decades ahead on the timeline (all while investing heavily in the fake meat industry).[108] By April 2023, the apocalyptic warning that humanity would fall by that same year made by social media influencer Greta Thunberg had vanished. It had been deleted from her social media.[109]

However, no amount of poor prognostication or human suffering proved enough to deter the next generation from jumping onto the most recent incarnation of doomsday environmentalism.

A growing number of people have decided not to bring children into the world out of fear of climate change. Analysts at Morgan Stanley said in a note to investors in July 2021 that the "movement to not have children owing to fears over climate change is growing and impacting fertility rates quicker than any preceding trend in the field of fertility decline."[110] Jessica Combes, a thirty-nine-year-old English teacher, told CNBC: "I refuse to bring children into the burning hellscape we call a planet."[111]

Similar to the medicine men and witch doctors who had preceded them, modern environmentalism's conviction in the religious beliefs that it is the sins of humanity that control the weather (with the most recent version being that carbon dioxide essential to all life on earth can be manipulated as

a control dial for the temperature of the planet), is best viewed not through the lens of science but as an indicator of authority's ability to exploit a population's susceptibility to guilt. Just as the Christian doctrine of original sin held that humans, through the fact of birth, inherited a tainted nature as a result of Adam and Eve's having violated the Garden of Eden, central to environmentalism is the belief that the New World was once a pristine and stable paradise until it was defiled by the coming of the Europeans along with new technologies.

Further, nutrition science has become dependent on observational studies incapable of establishing causal relationships, whereas, environmental climate science relies heavily on a demonstrably flawed system of modeling in which inputs can be easily manipulated to achieve the desired results of the modeler.

The release of a series of highly publicized climate models in the early 1990s created headline-grabbing predictions that between 1998 and 2014, the earth would experience catastrophic warming. This had been proven demonstrably wrong, predicting on average about 2.2 times as much warming has occurred.[112] No one was held accountable. Instead, the same institutions were awarded with increases in funding, which then were used to perpetuate similar faulty models, while generating new doomsday headlines in the media.

For the Adventists, the decision to align with the environmental movement's doctrines of overpopulation, global warming, and climate change proved highly advantageous. Following the publication of *Diet for a Small Planet*, the church embraced the environmental cause as their own and by 1976 had begun offering their first master's degree in public environmental health. This set out to train "men and women how to control and improve living conditions in today's crowded, complex world."

The timing of this degree offering, according to the school website, was "partly in response to the environmental movement that exploded in the late 1960s and early 1970s." An advertisement for the program began, "Population growth and thoughtless damage to the environment threaten the health of man—indeed, his very existence on earth. Skilled persons are needed immediately to solve the monumental problems of air, water, and land pollution in both developed and developing countries."

The church's website expanded on its view on how mankind has corrupted nature, writing:

> "Unfortunately, corruption and exploitation have been brought into the management of the human domain of responsibility. Increasingly men and women have been involved in a megalomaniacal destruction of the earth's resources, resulting in widespread suffering, environmental disarray, and the threat of climate change. While scientific research needs to continue, it is clear from the accumulated evidence that the increasing emission of destructive gasses, the depletion of the protective mantel of ozone, the massive destruction of the American forests, and the so-called greenhouse effect, are all threatening the earth's eco-system.
>
> "These problems are largely due to human selfishness and the egocentric pursuit of getting more and more through ever-increasing production, unlimited consumption and depletion of nonrenewable resources. The ecological crisis is rooted in humankind's greed and refusal to practice good and faithful stewardship within the divine boundaries of creation."

The Seventh-day Adventist Church witnessed a surge in membership, which according to the church website grew to more than "21 million in 13 regions of the world.

The evils of sexual desires were still being preached, as popularized by Ellen White and John Harvey Kellogg. However, by the 1970s, the church had rebranded itself, speaking less about the need to repress sexual impulses and masturbation but instead pivoting to narrow its focus on the root cause of lustful feelings—red meat.

Ironically, years after Kellogg's death, research validated his religious convictions that red meat *did* inspire carnal desires, while grains like the ones used in his cereals were also effective in inhibiting them.

For men, consuming red meat, which contained saturated fats, cholesterol, and zinc—three components that help raise testosterone levels—is the most effective way to increase sex drive. Nutrients found in red meat have also been shown to play an important role in women's fertility levels. Contrarily, men who do not eat enough meat are at risk of low testosterone levels, which can cause a decline in sexual function as well as muscle loss, reduced red blood cells, and damage to bones.[113]

By 1970, the Adventists had moved past suggesting that frisky young men be put in cages and carbolic acid applied to the clitoris of young girls as means to diminish the human sex drive. Instead, the Adventists opted to put their resources into promoting the "health benefits" of a high-carbohydrate, vegetarian diet.

"We want to hold on to the whole bible. Jesus not only preached, He healed and cared for the sick," declared Adventist President Robert H. Pierson at the opening of its 1970 convention, a ten-day event.

He added, “We are theologically conservative and socially conscious at the same time.”

Pierson claimed the church had already spent $59 million in their religious outreach healing efforts to spread the doctrine of vegetarianism worldwide. It proved to only be the beginning.

By 1970, the Battle Creek Sanitarium where the Kellogg brothers had invented their corn flakes was gone, having changed hands several times before being sold. However, in the decades that followed, the Adventist would go onto channel their impressive resources into a vast network of schools, hospitals, and educational foundations that would establish itself as the epicenter of nutritional information for the rest of the United States.

In 1967, the church founded the Loma Linda University School of Public Health. By 1970, this had grown to include 281 sanitariums, hospitals, and clinics dedicated to spreading their anti-meat message under the guise of health and purity.

The church was growing, not only in terms of money (its members were required to contribute 10 percent of their income to the church) but in influence. In 1978, the church claimed to be growing by 3.3 percent, aided by favorable media profiles. A *New York Times* account published on February 26, 1978, echoed Adventist leaders’ belief that the growth of the church was a confirmation of their successful strategy to merge the science of nutrition with their own spiritual beliefs, writing:

> “For many Adventists, this wave of interest is a vindication of the church’s views.
>
> “‘We feel the scientific and popular worlds are catching up to what Ellen White said years ago,’ said Lorenzon Paytee, executive secretary of the church’s southern California conference.
>
> “‘We believe that Christ will return to earth . . . But we should be in the best state of health when he does.’
>
> “‘There can no longer be a dichotomy between religion and medicine,’ Rev. Edward Bryan, Chaplain of the Glendale Adventist Medical Center added. ‘Neither can afford to be without the other.’”

By the 1980s, the church had launched an extensive government funded “educational” network that focused its efforts on imposing its vegetarian beliefs on the rest of America through the power of the federal government. From 1998 to 2003, Loma Linda University received $167.2 million in federal funds.[114] Both sides benefitted from the arrangement.

The United States government created millions of fiat dollars, which would then be distributed to the church to fund nutrition studies for the purpose of validating their religious convictions. In return, authorities would be able to cite the Adventist studies as justification for the need to shift the human diet away from meat and into a supply of cheaper, mass-produced, plant-based products.

NO NEW TAXES WOULD NEED TO BE RAISED TO COVER THE MILLIONS OF DOLLARS flowing into the Adventist church. However, the United States had already spent the $3.3 trillion it had collected in taxes from its citizenry in 2002, along with much more, as evidenced by its growing national debt, (which in 2002 was estimated to be $6.228 trillion). The money would be created. No explanation was offered on why the same pound of bacon that in 1970 cost $.95, by 2002 would cost $7.36.

Fiat dollars sent to the church only increased in the years that followed with public monies awarded to the university numbering in the hundreds of millions of dollars. According to the university's website, "In the ensuing decades, results from several studies have enabled the university to help influence public policy, garner support and tens of millions of dollars in research funding from the National Institutes of Health." Gary Fraser, MBChB, PhD, Professor of Epidemiology at Loma Linda University School of Public Health added, "Our health studies have been able to offer evidence for why the church's guidance on healthful living works."

Adventist studies have become the scientific linchpin for the nutrition establishment's push toward a high-carbohydrate diet. However, a cursory view of these studies reveals their conclusions are the result of a combination of poor statistical techniques and motivated reasoning. Seventh-day Adventists employ observational studies, which rely on self-reporting or questionnaires, which depend on the truthful recollections of the participant. This incentive to fudge data becomes particularly relevant when the subjects of the study are from a religious group whose participants believe they could usher in the end of days through the consumption of the wrong foods. Further, the Adventist's associations made between meat consumption and ill-health ignore several factors including that, as a group, they avoid drinking alcohol and smoking, both of which have been attributed to longevity.

A valid study would have tried to control for these factors. Adventist

studies never do because they are based on trying to validate religious beliefs and not reality.

By the early 1990s, the alliance between the anti-meat Seventh-day Adventist Church and environmental groups had begun to reveal itself as a force in the American political landscape. Despite being a relatively small percentage of the population, a shared worldview was enough for it to occupy a leftward plank of the Democratic party. This contributed to the party's shift away from the pro-worker one of the 1970s and 1980s into a hodgepodge of special interest groups.

In 1991, environmentalist groups formed the Green Party of the United States, with the goal of pushing their environmental agenda into legislation. In both the 2000 and 2016 presidential election, losses by Democrats were attributed in part to votes siphoned off by Green Party candidates. In response, Democrats shifted still further to the left, adopting and advocating for an increasing number of the Adventist/Green Party platform positions in hopes of securing their votes.

Although the Seventh-day Adventist Church cannot formally declare its support for a political party or candidate at risk of losing its status as a nonprofit, its positions on policy are unmistakable. While on many cultural issues, the church leans to the political right, as a result of prioritizing its anti-meat doctrine and embracing the corresponding environmental platforms, it has fully embraced the Green Party. In an article published on The Seventh-day Adventist Church website, titled *A Reason to be Green*, author Sheila Luz articulates the church's stance on environment.

> "The account of Creation and the Fall in the first chapters of Genesis show us how the ground of the earth was cursed: it would produce thorns and thistles and would no longer yield its crops without much hard labour [sic]. . . . Soon after, the first animal was slain as a symbol of the great atonement that Jesus Christ would provide in His sacrifice. Ever since, nature and its living creatures have suffered the consequences of the decisions of mankind in pursuit of daily life and the acquisition of wealth.
>
> "Massive deforestation, burning fossil fuels to generate energy, unsustainable construction, non-compassionate wide-scale farming, and a wide range of sources of pollution have destroyed ecosystems, extinguished species, and altered the balance of the environment in such a way that the earth is experiencing the consequences of its own destruction. According to NASA, currently there is too much carbon dioxide being released in the atmosphere, a 45 per cent increase since the beginning of the industrial age.

> The incredible resilience of the earth's atmosphere is slowly giving way and human beings are experiencing the consequences of the disruption of the carbon cycle, leading to the rise of global temperatures, and having a ricochet effect on the precipitation cycle which in turn leads to an increase in droughts and floods. In addition, there is growing evidence that climate change could provide the opportunity for some severe thunderstorms to form."

The leftward anti-meat environmental coalition continued to grow as the Seventh-day Adventist Church and the Green Party were joined by fellow anti-meat travelers, including The American Society for the Prevention of Cruelty to Animals (ASPCA) and Greenpeace, which estimates a membership of 2.8 million. A self-perpetuating echo chamber formed, where one group promoted a position paper calling for the reduction or banning of meat. They cited Adventists' religious studies as evidence, which would then be rotated through the other groups until eventually making its way into the media as a news story.

For example, a 2023 article posted on the Greenpeace International website citing an Adventist study linking meat to cancer and obesity was then posted to the ASPCA before finding its way on several internet news sites. In the article its author refers to the "strong scientific evidence."

> ". . . increasing meat and dairy production and consumption is behind a latent global health crisis. High red meat consumption has been linked to cancer, heart disease, obesity, and diabetes.
>
> "This strong scientific evidence must translate into global action. Greenpeace will work alongside farmers to heal our planet and its people by standing up to industrial meat and dairy to create a global food system that is fair and sustainable for farmers and the environment. We call on governments to end policies that support industrial meat and dairy production and instead help farmers shift towards ecological farming. We also urge governments to make healthy, plant-based foods more available. . . ."

By 2022, the Greens had grown into the fourth-largest political party in the United States, culminating in power with the proposal of the Green New Deal, a sweeping environmental outline that would have put the government largely in charge of America's energy and farming sectors. This was championed by liberal New York Rep. Alexandria Ocasio-Cortez. If passed, the bill would have resulted in a further decrease in American meat-eating through its call for a sharp reduction in livestock production.

In 2023, the ASPCA released its lobbying agenda on the 2023 Farm Bill, where it advocated disallowing new or expanded large-scale livestock

farms and a complete moratorium on the farms by 2040.[115]

Both legislations ultimately failed, but not before promises by the leftward flank of the Democrat party to continue the fight.

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Chapter 9

The Agro-Educational Complex

On a June morning in 1977, nearly 7,000 people, mostly children, braved a damp rain to grab one of the seats at what had been advertised as the “World’s Longest Breakfast Table.” Once the four city blocks of picnic tables had filled, participants were encouraged to grab a spoon and partake in eating their share of the half a ton of free cereal.

The event would be a celebration of Battle Creek, Michigan, which had become known as the “Breakfast Capital of the World” for birthing such culinary staples as Corn Flakes, Sugar-Flakes, Fruit Loops, Pop Tarts and the then popular Sugar Crisps. Celebrity guest Tony the Tiger attended the event, which included live music and dancing.

By 1976, cereals had grown into a booming industry with sales in the United States estimated to have grown to $1 billion annually. That year Kellogg’s reported sales of $1.4 billion and with command of a 42 percent share of the market with more than half of all cereals produced coming from their three Battle Creek factories, including what were at the time nine of America’s best sellers. However, the cereal being eaten at the event was a far cry from the one Dr. John Harvey Kellogg had invented nearly a century

earlier to help dull the sexual impulses of young boys and men.

Kellogg had loathed sugar almost as much as he did sex. Still, in the years following his exodus from the company, he couldn't prevent his enterprising younger brother, William Keith Kellogg, from taking over the reins of the company and packing the bland flakes full of sugar. By 1977, Kellogg's Frosted Flakes, one of the brand's popular cereals had twelve grams of added sugar per cup,[116] raising concerns among some that the health benefits touted in cereal were overblown or even fraudulent. Kellogg's and the rest of the industry countered critics by claiming that the methods used to determine the sugar content of its cereals were invalid since they measured the percentage of sugar on the basis of percentage of weight, not weight per serving. This allowed the company to skew the stated amounts through adjusting its serving size.

"The argument is not settled," wrote the author of a *New York Times* article covering the event. "But in any case, no one seemed to be worried about it on the Michigan Mall this morning . . . everyone there sure seemed to like cereal."[117]

THE TERM AGRO-INDUSTRIAL COMPLEX WAS FIRST COINED IN THE 1970S AS A WAY to describe the command economy of the former Soviet Union. Despite immense resources in land, farm machinery, and agrochemical industries, along with a large rural workforce, the central planning of Soviet agriculture went down in history as an unmitigated disaster. This was due to shortages, and most notably, the Soviet Famine of 1932-1933, which resulted in the deaths of up to 8.7 million from starvation across the Soviet Union.

In America, the central planners of the modern day Agro-Industrial Complex began overseeing a food policy for the United States resulting in the immeasurable harm and destruction of its own people. In the five decades of fiat, American industry shifted away from the existing pre-1971 free market model that sought to first discover the needs of consumers, then exploit those needs for a profit into one that creates mass-produced, highly profitable addictive industrial products. It then delegated its resources into manipulating the public on why they needed to adapt to a life of consuming those new cheaper foods. While there would be mass famine resulting from the policies of America's central planners, the eventual toll on human life that would come as a consequence of the premeditated destruction of the

nutritional content of the nation's food supply would prove devastating.

America's Agro-Industrial Complex was able to successfully take control of the nation's food market through the implementation of three main levers: the corporate sponsorship of studies and academic institutions that would manifest whatever results were needed to achieve the highest profit margin of their paymasters; a massive disinformation campaign carried out by Big Foods' corporate sponsors through advertising and media; and traditional government influence peddling, (which will be discussed in Chapter 11: Government Institutionalization).

The foundation of the modern day Agro-Industrial Complex campaign began in university laboratories through its funding of studies. In some cases, entire departments began to produce the results needed to convince the public that their chemically altered plant products were not only safe for human consumption but optimal.

By the first half of the 1900s, the funding of studies from Big Food had become an enshrined part of nutrition science. From the beginning, the corporate funded studies were ripe with payoffs and at times, outright fraud. Among the more notable of the bad actors would be the sugar industry, which stopped at nothing to see their product escape scrutiny.

Sugar industry executives and top nutritionists of the day had aligned with Ancel Keys, both ideologically and financially, to do whatever it took to see that saturated fat and not sugar be cemented in the minds of the American public as the cause of heart disease. However, to accomplish this feat, they would first need to defeat John Yudkin's sugar hypothesis. Since first making the claim in 1957, Yudkin's hypothesis that sugar was primarily responsible for heart disease had slowly been making headway in the nutrition community and the public at large.

"SUGAR GETS ROLE IN HEART DISEASE; Briton Doubts High Fat in Diet Is Responsible," read an all-caps July 3, 1964, *New York Times* headline. The article continued, "A prominent British nutritionist casts doubt today on the belief in a direct causal relationship between heart disease and the consumption by rich nations of fat. It could equally be caused by sugar," he said.

"The relationship as seen by D. John Yudkin of the department of nutrition and dietetics of the University of London is due to a misrepresentation of the relevant statistics."

If Yudkin's theory was allowed to be proven true, it risked blowing up

the sugar industry, and along with it, the diet-heart hypothesis in which Keys and his colleagues had invested significant chunks of their careers and prestige. Fortunately for Keys and industry, the game would be rigged. Industry executives would set out to find like-minded scientists they could hire to produce industry friendly results, which could then be amplified through the media to punch back against Yudkin. One of these scientists was Keys, who received sugar industry funding for many years while he worked at his lab in Minnesota.[118]

However, more consequently would be two of Keys colleagues, Harvard nutritionists Frederick Stare and Mark Hegsted, who together in 1968 produced what became the definitive study on the impact of sugar on heart health with the results of the study to later be cited for decades by nutritionists in defense of the sugar industry.

Funding for the research was supplied by a trade group called the Sugar Research Foundation, known today as the Sugar Association, which had billed the study as an investigation into the connection between sugar and cardiovascular health. However, the results would be preordained, according to a 2017 investigation conducted by the *New York Times*. A top sugar executive, John Hickson, had written checks to the group of Harvard researchers amounting to the equivalent of $62,000 in today's dollars, in exchange for research that would counter Yudkin's studies, writing, "Then we can publish the data and refute our detractors."[119] Harvard's researchers wrote back, "We are well aware of your particular interests." But when the results of Stare and Hegsted's research came to the unfortunate conclusion of validating Yudkin's findings, showing evidence that sugar promoted both heart disease and bladder cancer, the study was ended early with the full results never being published.

Instead, Stare and Hegsted ignored their own data, which had validated Yudkin, and instead implicated the saturated fats found in meat. The fraudulent results were published, then weaponized by Ancel Keys and his allies in the nutrition community as a battering ram to discredit Yudkin.

Keys retired in 1972, but not before he, and his small but powerful cadre of nutritionists, first unleashed a concerted vilification campaign against Yudkin with Keys being the most vocal in his personal attacks of the scientist's character.

In a response to Yudkin's 1969 arguments, which appeared in the health periodical *Nutrition Action* in 1969 and '70, he presented evidence that

sugar was the primary driver of heart disease. Keys, ironically, and without evidence, accused Yudkin of being a tool of corporate influence, writing, “Propaganda, sponsored by commercial interests in the daily press, lead the public into believing that Yudkin’s theory is an important scientific issue,” wrote Keys in the scathing letter. Further, Keys continued that since everyone else in the field of nutrition ignored Yudkin, he must be wrong.

“Yukin’s views are not even mentioned in recent congresses and symposia concerned with coronary heart disease and its etiology, including dietary influences . . . This is not the case of unjustly ignoring the teaching of a prophet; Yudkin’s arguments so clearly lack substance and fly in the face of fact that experienced workers in the field are simply not interested.”

For an academic publication, the printing of the slanderous letter was virtually unprecedented. However, Keys’ ultimate goal would be realized. The career of John Yudkin never recovered.

Meanwhile, the main recipients of the sugar industry bribes, Frederick Stare and later, Mark Hegsted, rose in the world of nutrition, replacing Keys as two of the most influential voices of the era.

Stare, the heir to a food canning company turned academic, had become founder of the Department of Nutrition at the Harvard School of Public Health in 1942 with the stated goal of the institution being “to engage in research to study how to modify the diets of the sick.” However, it was the Agro-Industrial Complex who were the real benefactors of Stare’s rise to the apex of the nutrition world. While at the Harvard Department of Nutrition, Stare would be charged with leading one of the most influential modern schools of medicine or public health anywhere in the nation. In the years under his stewardship, working with Hegsted, the department became a fertile ground for industry-led corruption, which became a model for the entire field of food science that continues to this day.

In Stare, corporate leaders had found the perfect prostitute who could be bought to promote their harmful and addictive food products as health under the veneer of academia from one of America’s most well-respected academic institutions. Stare leveraged his position at Harvard to expand his influence over nutrition through several best-selling books, a nationally syndicated radio show, and a weekly nationally syndicated newspaper column.

Incredibly, the “science” that came out of Stare’s lab included the following: the FDA giving “a clear bill of health to red dye No. 2” (It never

did and has since been banned); artificial colorings cleared of the charge of causing hyperactivity in children; the cattle-feed supplement DES was harmless; a safe threshold for the ingestion of carcinogens exists; and the only type of cancer that had increased in frequency in the 1970s was lung cancer.[120]

A 1978 profile in *The Saturday Review* titled, "Harvard's Sugar-Pushing Nutritionist" described Stare as, "Beyond doubt the country's most influential teacher of nutrition," and quotes the academic, urging Americans to eat *more* sugar:

> "America's famed nutritionist, Dr. Frederick J. Stare, preaches that sugar is not fattening and Americans can use three times as much of it without harm.
>
> "The fact that every physician, nutritionist, dietitian, and home economist in the country has received the reassuring Stare message goes far to explain why it took a decade of bitter controversy to ban DDT, why efforts to control the consumption of sugar have failed, and why the proposal to ban saccharin set off a counterrevolution against food-and-drug legislation.
>
> "In all these disputes. Dr. Stare has played a Panglossian role by maintaining that DDT is harmless, sugar is good for you, and saccharin is sheer pleasure and won't hurt you."

Regardless of his poor track record in the field of nutrition, espousing pro-industry views turned out to be a highly lucrative career choice. Stare's list of large, regular donors that contributed to his nutrition department read like Who's Who of the largest Agro-Industrial Complex players of the day, including the following: Ajinomoto Company of New York (a monosodium glutamate marketer), Amstar Corporation, Beatrice Foods, Beech-Nut, Inc., Campbell Institute for Food Research, Carnation Company, Coca-Cola Company, Council for Tobacco Research, Grocery Manufacturers of America, the Heinz Company Foundation, Hoffman-La Roche (pharmaceuticals), the International Sugar Research Foundation, Monsanto, Nabisco, Inc., Nestle Foundation, Oscar Meyer & Co., Pepsico Foundation, Perdue, Inc., Pfizer, Inc., Procter & Gamble, R. T. French Company, Star Kist Foods, Stouffer Foods, Sugar Association, and the United States Brewers Association.[121]

Further, Harvard's annual reports showed that between 1970-1978 direct gifts to his department from the food industry averaged more than $500,000 a year. According to his autobiography, *Adventures in Nutrition*, in his forty-four-year career as a nutritionist, Stare had raised a total of

$29,630,347, almost entirely from the food industry. The grants included a payout of $1,026,000 for the expansion of the school's nutrition research laboratories that had been gifted by General Foods in 1960.

Stare took no efforts to deny or try to conceal the amount of industry money flowing into his coffers, revealing to one interviewer, "A lot of the public, and unfortunately some of my colleagues, think I'm a monster—a paid tool of the food industry."

However, consistently landing on the wrong side of nearly every nutritional debate of his day did nothing to hurt Stare's reputation. As Stare's career continued, he found himself rewarded by increasing amounts of money, influence, and prestige. In 1970, when Congress needed an expert to refute concerns raised by Robert Choate, a former Nixon consultant on hunger who alleged that the high sugar content from cereals, whose content went up to 70 percent, could pose a danger to youth, they called on Stare. In testifying as a private citizen before the Senate, Choate attempted to warn the nation about the corruptive link between research, government, and the Agro-Industrial Complex.

"Federal agencies and nutrition scientists", said Choate, "have been more worried about the economics of the marketplace than about meeting the nutritional needs of the budget-dominated needs of the American family. Our children are deliberately being sold the sponsor's less nutritious products." Choate warned that children were being "programmed to demand sugar and sweetness in every food."

Stare countered Choate's testimony, effectively serving as a spokesman for Kellogg, Nabisco, and the Cereal Institute who funded him, with the Harvard nutritionist asserting under oath that Choate was a scaremonger and that sugar-based cereals provided better nourishment for children than would "an old-fashioned breakfast."

Six months after the hearings, the Kellogg Company donated $2 million to Stare's department at Harvard. The money was used to set up the Harvard Nutrition Foundation, which published *Nutrition Reviews*, a journal which Stare and Hegsted edited for twenty-five years and would be used as a club to discredit anyone who dared raise concerns about sugar or additives in the American diet.

Asked by a journalist how he would feel if one day he were to discover that he was wrong, and that many of the products he had been touting as safe ended up hurting people, Stare was described as having responded,

“Like a country doctor humoring a worried patient, he smiled, then said: ‘I’d be very sorry.’”

Stare retired in 1976 a very wealthy man. However, his legacy persisted through the corporate whorehouse of a nutrition department he had set up at Harvard and a web of proteges eager to take over his mantle and expand on the mutually beneficial partnership between industry and nutrition science.

In 1978, Stare protege Mark Hegsted would be named Administrator of Human Nutrition in the US Department of Agriculture, where he published what became the single most influential nutrition paper in American history (detailed later in Chapter 11: Government Institutionalization).

Meanwhile, in the wake of Stare’s retirement, a small but influential and close-knit group of colleagues stepped forward, led by epidemiologist Dr. Elizabeth M. Whelan. Whelan had become a close friend of Stare’s and had collaborated with him on the 1975 book, *Panic in the Pantry: Food Facts, Fads, and Fallacies.* In 1978, Whelan founded the industry-funded American Council on Science and Health, where she used her platform to push back on criticism of her corporate donors. Whelan even suggested the term “junk food” be dropped in describing nutrient-depleted sugar products and replaced instead with one that is more aesthetically pleasing. While addressing a meeting of the National Soft Drink Association, Whelan urged the industry to promote its products “not so much for being safe as for being enjoyable,” adding that “junk food might better be called fun food.”

“The availability of something like soft drinks to children does not pose any known health hazard that would harm them,” she told the bottlers, before urging on the role of soda in public schools. “A school is supposed to be an educational institution,” she said, “and maybe a child should learn how to use soft drinks in moderation in this environment.”

By the early ’90s, industry leaders had begun to take Whelan’s advice and public schools began selling exclusive “pouring rights” to large soda companies. The companies were awarded the sole supplier of all beverages sold in on-site snack bars, stores, and soda machines as well as at school sporting events.

In 2005, according to one survey, nearly half of all public elementary schools and about 80 percent of public high schools operated under pouring rights contracts.[122] The *Rockford Register Star* described the tactics employed by the industry to keep the Rockford Illinois School District locked into the deal.

> "Under the existing 10-year contract, Coca-Cola paid the district $4 million upfront and an additional $350,000 a year to sell its beverages in schools. The annual payments have funded field trips, gym uniforms, SMART Boards and other frills that individual school budgets may not otherwise have afforded."

The golden handcuffs firmly in place, school districts across the country found themselves compelled to continue selling Coca-Cola or Pepsi products to their captive audience of minors or risk losing a valuable form of revenue from which they had become dependent. From a business perspective, Whelan, as well as the executives from large soda industries, had understood that an investment in marketing sugar products to the youngest consumers was a sound strategy. If one could get a child hooked early on an addictive product, they would have a customer for life.

DR. JEAN MAYER WOULD BE ANOTHER STARE PROTEGE TO EMERGE AS AN influential player in the world of nutrition. Described as "America's nutrition superstar" by the journal of the *American Association for the Advancement of Science*, Mayer worked closely with Stare as a professor of nutrition at Harvard for twenty-six years until being appointed president of Tufts University in 1978.

At Tufts, Mayer used the industry-led business model perfected by Stare to transform the institution from a small liberal arts college into a research university of international repute. Like Stare, Mayer was highly skilled at acquiring industry funding. In a short time, he raised the endowment from $30 million to $200 million, which contributed to the creation of a graduate school of nutrition.[123] Predictably, the corporate-sponsored studies resulted in corporate-friendly results.

Further, Mayer took on other industry positions outside of the university, including serving as director of Miles Laboratories, a manufacturer of a textured vegetable protein made to resemble minced meat. Mayer promoted the product through his position at Tufts, without disclosing his relationship with the manufacturer.

Through Keys, Stare, Hegsted, Whelan, Mayer and others, a mutually beneficial model had been cast. For researchers, being on the right side of the Agro-Industrial Complex meant more money and respect; being on the wrong side would result in financial ruin and professional suicide, as witnessed by Yudkin.

The model became further entrenched in the decades that followed, as both agro-industrial profits increased along with the number and salaries of the researchers staffing the nutrition departments at the academic institutions they supported.

By 2022, the food industry had dedicated over $11 billion a year to fund nutrition studies, dwarfing that of the National Institute of Health, which spent only $1 billion, serving to dilute independent research while influencing the public, policymakers, and a vast majority of health-care professionals.[124]

Meanwhile, new examples of the corrosive influence of industry money on nutrition research continued to come to light. In 2011, an announcement released by nutrition researchers declaring children who ate candy tended to weigh less than those who didn't had become a major headline across the world. It turned out, however, that the research had been funded by the National Confectioners Association, a lobbying organization funded by the candy industry to promote its own products and represented the makers of Butterfingers, Hershey, and Skittles.

Not surprisingly, actual data from the study did not show any health benefits to children who ate candy. However, to appease their corporate sponsors, the researchers played with the numbers until an industry-friendly headline could emerge. Emails obtained by the Associated Press gave an insight into the extent of the pay-to- play scheme.[125]

"We're hoping they can do something with it—it's thin and clearly padded," a professor of nutrition at Louisiana State University wrote to her coauthor in early 2011, lamenting that the results didn't sufficiently back up the needs of their sugar industry paymasters.

In a section about the study's limitations, the authors added the disclaimer that the information used in the study had been acquired from a government database of surveys asking people to recall what they had eaten in the past twenty-four hours and "may not reflect usual intake" and "cause and effect associations cannot be drawn."

However, the lack of evidence was not sighted in the candy association's press release, which declared, "New study shows children and adolescents who eat candy are less overweight or obese."

News outlets uncritically published the results, with a June 29, 2011, CBS News headline asking readers, "Does Candy Keep Kids from Getting Fat?" The article began as follows:

> "Indulging a sweet tooth might not be anyone's idea of a good weight-loss strategy. But in jaw-dropping new research, scientists say they've found something even more likely to be associated with unwanted weight gain in children and adolescents than eating candy: Not eating candy. . . . And that wasn't the only surprising finding. Researchers also found that the blood of candy-eating kids had lower levels of C-reactive protein. That's a marker of inflammation in the body and a risk factor for cardiovascular disease and other chronic illnesses."

Further, since 2009, the authors of the candy paper have written more than two dozen papers funded by parties including Kellogg and other industry groups, according to the Associated Press.

In 2020, the industry released another study promoting sugar, this time as a life preserver for those affected by COVID-19, stating in a press release about chocolate's, " uncanny ability to boost moods and lighten perspectives, according to new data. . . ."[126] The press release got picked up by dozens of outlets which, in turn, published it as a news story, a notable omission being that obesity, in part due to sugar consumption, was among the top comorbidities in determining health outcomes for those afflicted with the COVID-19 respiratory virus.

Likewise, Coca-Cola, the global leader in sugary drinks, had for years funded influential scientists and paid for "scientific studies" to show that weight-conscious Americans were overly fixated on how much they ate and drank, while not paying enough attention to the real culprit: a lack of exercise. The campaign resulted in countless media stories parroting the soda titans, talking points as if reciting valid scientific data.

However, internal documents analyzed by the *International Journal of Environmental Research and Public Health*, cited two Coca-Cola ad campaigns, one from the 2016 summer Olympic games in Rio and a 2013 brand campaign, revealing the companies attempt to convince teenagers and their mothers that its sugary drinks posed no substantive health risks. Gary Ruskin, the study's coauthor, said in a press release that the internal documents show that Coke "tried to use public relations to manipulate teens into thinking that sugary soda is healthy, when really it increases the risk of obesity, diabetes and other ills."

The funding of nonprofits, which then served as a cover for marketing to new audiences, had been another effective tool employed by the Agro-Industrial Complex. In one example, the nonprofit Global Energy Balance Network, whose stated goal was to uncover the cause of obesity, was instead found to be working as a marketing arm of the soda industry.

In a promotional video uploaded to its website, Steven N. Blain, CEO of the nonprofit, explained, “Most of the focus in the popular media and in the scientific press is, ‘Oh, they’re eating too much, eating too much, eating too much,’ blaming fast food, blaming sugary drinks, and so on. . . . And there’s really virtually no compelling evidence that that, in fact, is the cause.” Omitted from the video was mention that the nonprofit had been created in 2014 with a $1.5 million dollar donation from Coca-Cola.

Predictably, nutrition science funded by Agro-Industrial Complex money was overwhelmingly more likely to lead to favorable results. A review of 206 studies that looked at the health benefits of soda and juices conducted in 2007 found that those sponsored entirely by a food or beverage company were four to eight times more likely to show positive health effects from consuming those products.[127] Few examples were more egregious in their corruption of nutrition science than the 2023 Tufts University Food Compass.

The study, which evaluated 8,032 foods and took three years to complete, ranked foods on a scale of three layers “to be encouraged,” “to be moderated” and “to be minimized.” The “science” found that fifty-three General Mills cereals were healthier than cheddar cheese, milk, and eggs cooked in butter. Cereals highlighted as beneficial for children included the high sugar nutrient-deficient varieties of Dora the Explorer, Berry Burst Cheerios, Count Chocula, Lucky Charms, Chex Chocolate, and Fruit Loops. Further, Reese’s Puffs, Apple Cinnamon Cheerios, and Frosted Cheerios were all ranked highly in the “to be encouraged list,” while nutrient-rich beef had been ranked dead last, with a grade of Tuft’s Food Compass grade of “to be minimized.”[128]

Coincidentally, the Tufts study happened to be sponsored in large part by the same foods that made the coveted “to be encouraged” and “to be moderated” list, including General Mills, Kellogg and other leaders in processed foods and sugary drinks.[129] Tufts blew off criticism after it was discovered that they were being paid by the same companies they promoted, calling its Food Compass the “most comprehensive and science-based nutrient profiling system to date that clears up confusion to benefit consumers, policymakers.” The study’s lead author, Dariush Mozaffarian, who also served as Dean of the Tufts School of Nutrition & Policy, had extensive ties to the food industry as outlined by author and journalist Nina Teicholz in her February 6, 2023, Substack *Unsettled Science.*

> "Mozaffarian is clearly no stranger to working closely with Big Food. From 2021-2022, he was the keynote speaker for a series of Food as Medicine conferences rolled out nationwide, alongside executives from PepsiCo, Nestle, Unilever, and Danone, four of the largest food companies in the world. He served for several years on Unilever's Scientific Advisory Board and chaired the Tufts's FORCE consortium, which produces papers favorable to seed oils, with 'an unrestricted grant' from Unilever, a major producer of those oils for years. At Tufts, Mozaffarian has evidently welcomed partnerships with food companies, such as a project with General Mills to 'develop strategies to communicate more effectively with millennials.' And he has a list of companies with whom he reports having personal ties, including Bunge, Tiny Organics, Beren Therapeutics, Brightseed, Calibrate, Elysium Health, Filtricine, Foodome, HumanCo, January Inc., Perfect Day, Season, and Barilla Pasta."

Bill Gates, the third wealthiest man in the world, has also put his stamp on Tufts University and the nutrition world. In 2020, the university became the recipient of a grant from the Bill & Melinda Gates Foundation in the amount of $1,499,517 with a stated purpose to "scale up the use of new price indexes to guide agricultural production and food markets for improved nutrition globally and within high-risk countries."[130]

Gates, who earned his wealth in the tech-industry as cofounder of Microsoft, had made it publicly known that by "improved nutrition," he meant nutrient-depleted, plant-based foods that further enriched his business model. For several years, Gates had been acquiring farmland under cover of the secretive investment company, Cascade Investment LLC. By 2021, he had acquired large tracts of land in Washington State, Illinois, Iowa, Louisiana, California, and about a dozen other states, accumulating 242,000 acres of American farmland in total, making him the largest owner of farmland in the United States.[131]

The billionaire has yet to make the intentions with the land public; however insight might be gleaned from two other large investments in the Gates portfolio: Impossible Foods and Beyond Meat, two companies that produce fake meat products.[132] In his book, *How to Avoid a Climate Disaster,* Gates explains that if doomsday was to be averted, it would be through the purchase of plant-based substitutes that allowed us to "cut down on meat-eating while still enjoying the taste of meat." Gates elaborated in an October 2023 interview with *Bloomberg News*, telling reporters that he hoped his investments would contribute to a "dramatic reduction in methane emissions, animal cruelty, manure management, and the pressure that meat consumption puts on land use."

In promoting a healthy, meat-free, alternative lifestyle, Gates believes

humanity can thrive on an impossible combination of chemicals and industrial waste. Three of the five main ingredients of an Impossible Burger patty (soy-protein concentrate, coconut oil, and sunflower oil) have all been associated with increased health risks. Additionally, the "burgers" include an alphabet soup of lab-created toxins, including 2 percent or less of methylcellulose, cultured dextrose, soy leghemoglobin, soy-protein isolate, tocopherols, zinc gluconate, and more.[133] As a result of his investments, Gates, like other moguls of industry, has a major financial interest in the outcome of the Tufts University studies he helps to fund.

Environmental activist Robert F. Kennedy Jr. believes that climate-related issues have been weaponized by wealthy individuals like Gates and others in a bid to enact "totalitarian controls" over society.

"Climate issues and pollution issues are being exploited by . . . mega billionaires" like Microsoft cofounder Bill Gates, Kennedy told radio host Kim Iversen in April 2023. "The same way that COVID was exploited to use it as an excuse to clamp down top-down totalitarian controls on society and then to give us engineering solutions.

"And if you look closely, as it turns out, the guys who are promoting those engineering solutions are the people who own . . . the patents for those solutions. . . . It's a way they've given climate chaos a bad name because people now see that it's just another crisis that's being used to strip mine the wealth of the poor and to enrich billionaires.

"I, for forty years, have had the same policy on climate and engineering. . . .You can go check my speeches from the 1980s, and I've said the most important solution for environmental issues [is] not top-down controls, it's free market capitalism."

To this day, both the Harvard Nutrition Department and Tufts University continue to serve as the de facto propaganda wings of the Agro-Industrial Complex in promotion of their more profitable industrial foods.

For more than a century, industry has weaponized the science of nutrition for marketing campaigns in effort to normalize sugar and grains as healthy options in the American diet. For example, the phrase, "Breakfast is the most important meal of the day," has become ubiquitous in the American lexicon and one most people believe originated from scientific research. However, in reality, its genesis came from a 1944 marketing campaign named, "Eat a Good Breakfast—Do a Better Job" launched by

General Foods, to promote its brand Grape Nuts. [134]

Just as Kellogg's Corn Flakes was first introduced as a medicinal food with the power to thwart the harmful effects of the human sex drive, Grape Nuts was touted for its curative properties by its creator, C.W. Post, who dubbed the cereal a "predigested" food.

Post claimed that "anyone with weak intestinal digestion, liver, and bowel troubles can correct them without drugs, by leaving off the bread, cakes, mushy cereals, potatoes, and all forms of starchy food and using Grape-Nuts."[135] The cereal was touted in advertisements as "food for brain and nerve centers," with some going so far that eating the dry cereal could cure appendicitis. Grape Nuts contained neither grapes or nuts, but a carb-heavy mix of wheat and barley that when baked and eaten would be converted by the body into what at the time was called "grape sugar."

For its 1944 campaign, Post solicited grocery store clerks nationwide to hand out pamphlets promoting the importance of starting off the day with grains, announcing, "Nutrition experts say breakfast is the most important meal of the day." No scientific study existed to back up the claim and the "experts" cited remained in mysterious anonymity. It wouldn't matter. In the eyes of the American public, eating breakfast cereal became synonymous with health.

In the decades to follow, the adoption of catchy slogans as a substitute for facts proved a highly effective allocation of industry resources. Most Americans (the author included) have an immediate association to each of the following phrases: "Breakfast of Champions"; "Snap, Crackle, Pop"; "Brings out the tiger in you!"; "What are you eatin? Nutin' honey"; "Kid tested. Mother approved"; "I'm coo-coo for Cocoa Puffs"; "Silly Rabbit, Trix are for kids!"; "They're Magically Delicious!"; and "They're Gr-r-reat!"

The reason for this: food, beverage, and restaurant companies spent almost $14 billion per year on advertising in the United States with major cereal manufacturers General Mills, Kellogg, and Post spending an average of $156 million per year specifically marketing to children.[136] It was be money well spent: In 2022 Kellogg reported net sales of $15.3 billion.

THE AGRO-INDUSTRIAL COMPLEX DISCOVERED IT HAD A LIKE-MINDED PARTNER IN the Adventist-founded American Dietetic Association (ADA). In 2012, the group changed its name to the Academy of Nutrition and Dietetics (AND)

and implemented a corporate sponsorship model in the mold of Harvard and Tufts. Between 2011-2017, the Academy accepted at least $15 million from industry. Among the highest contributions were Nestlé, PepsiCo, Hershey, Kellogg, General Mills, the baby formula producer Abbott Nutrition, and ConAgra (which includes such brands as Gardenin, a line of plant-based products), as well as Reddi-Wip, Duncan Hines, and Snack Pack.[137] Further, companies on the Academy of Nutrition and Dietetics list of "approved continuing education providers included Coca-Cola, Kraft Foods, Nestlé, and PepsiCo."

In her 2002 book, *Food Politics*, New York University Professor Marion Nestle documented the academy's ties to the food industry, citing, as an example, a 1993 collaboration between AND and McDonald's to develop "Food FUNdamentals" Happy Meal toys as part of a shared "commitment to nutrition education."

The Academy journal, issued to members across the country, is funded by industry advertising, which buys entire pages to promote its products to dieticians and health professionals.

In 2007, the academy implemented a new corporate relations sponsorship program, which included "partners" for the first time. They found no shortage of volunteers: Aramark, GlaxoSmithKline Consumer Healthcare, Unilever, PepsiCo and Coca-Cola Company jumped on board.

The academy's flagship meeting, the Food and Nutrition Conference and Expo attended annually by 10,000 health professionals has included workshops from Hershey, where dieticians could "take a trip to Hershey, PA, to experience the science of chocolate at the Hershey Company's Chocolate Lab."

Further, emails obtained through a 2022 Associated Press investigation revealed internal deliberations over how the academy could use its dietician's influence in pediatrician offices to push Pediasure, whose parent company, Abbott, had secured a two-year, $300,000 sponsorship deal with AND. The internal emails demonstrated that academy leaders were aware of the inherent conflict of interest in presenting itself as the nation's leading authority on health, while taking money from and investing in the same products that make people sick.

"I personally like Pepsico and do not have any problems with us owning it, but I wonder if someone will say something about that," wrote the then academy treasurer, Donna Martin, in a 2014 email. "Hopefully they will be

happy like they should be! I personally would be okay if we owned Coke stock!"

Adding to the conflicts, the academy also owned stock in Abbott, as well as Nestlé and PepsiCo. [138]

However, corruption of the academy extended beyond its 112,000 membership. The academy was highly influential in helping to set government food plans, which went out to schools, prisons, and hospitals across the country, while also serving as a gatekeeper of the credentialed nutrition community, in deciding not only the type of advice that can be given, but who was qualified to give it.

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Chapter 10

The Medical Industrial Complex

The Medical Industrial Complex refers to a network of interactions between pharmaceutical corporations, health-care personnel, insurance companies, and medical conglomerates that determines the strategy, objectives, resource distribution, and development of individual health care in America. As with the Seventh-day Adventists, environmental anti-meat activist groups and the Agro-Industrial Complex, the Medical Industrial Complex works in tandem with the others through a pursuit of mutual interests and benefits. An example of the synergistic relationship was on full display when stepping back and taking a broad look at a series of events that occurred during the first quarter of 2023.

First, in January 2023, the industry-funded Tufts University Food Compass (as discussed in the previous chapter) was released to the public. The Compass, which had been funded by industry leaders General Mills, Kellogg, along with Impossible Burger investor Bill Gates, garnered widespread media attention in its promotion of Reese's Puffs and Fruit Loops as healthy alternatives to natural foods like meat, eggs, and cheese. During that same month, a broadcast of the television news show *60 Minutes* aired, headlined by a thirteen-minute story on a new obesity drug that had recently hit the market, Wegovy. Novo Nordisk, the manufacturer

of Wegovy, had announced that it "had halted Wegovy promotions in March 2022 on the heels of supply issues, but in November announced that it planned a 'broad commercial re-launch' in the new year."[139] The segment in *60 Minutes*, reported on by renowned correspondent Lesley Stahl, aligned perfectly with this relaunch.

Stahl began the episode summarizing the obesity epidemic before announcing to the audience, "Now there is a medication that leads to dramatic weight loss." Next would appear Dr. Fatima Cody Stanford, who was described as an obesity specialist. Stanford began by correcting a common diet misperception. Obesity, she explained, was in fact *not* attributable to the dramatic shift in the American diet over the past fifty years that saw a switch to processed sugar, grains and toxic "vegetable oils," but rather, to a genetic "brain disease."

To back up her claim, Stanford implored the audience to take a look at their own family. "The No. 1 cause of obesity is genetics," she claimed. "That means, if you were born to parents that have obesity, you have a 50 percent to 85 percent likelihood of having the disease yourself, even with optimal diet, exercise, sleep management, and stress management."

"Willpower?" asked Stahl.

Stanford smiled. "Throw that out the window!"

"It's a brain disease . . . and the brain tells us how much to eat and how much to store," she added.

Next, Dr. Caroline Apovian, a weight-management specialist at Brigham and Women's Hospital in Boston appeared on-screen, whom Stahl described as being "relieved that at last she has a highly effective medication to offer her patients that's safe according to the FDA." Stahl then added that the drug "brings about an impressive average loss of 15 percent to 22 percent of a person's weight, and it helps keep it off."

The *60 Minutes* spot continued, with the drug being described as a "fabulous, robust medication that is very effective and safe" and that "Hollywood celebrities" and "people in Hollywood" take Wegovy "to flatten their tummies."

More than halfway through the segment, Stahl dropped a not-so-minor detail. "Doctors Apovian and Stanford have been advising companies developing drugs for obesity, including the Danish company Novo Nordisk, an advertiser on this broadcast." However, nowhere during the segment was it disclosed by Stahl or anyone else that Stanford had been paid $27,040.49

from the drug manufacturer from 2017 through 2021, or that the segment's other "expert," Dr. Caroline Apovian, also worked as a Novo Nordisk consultant, receiving $73,244.03 from the company from 2015 through 2021.[140]

For the Medical Industrial Complex, the stakes couldn't be higher: the Holy Grail of pharmaceutical solutions to obesity was finally within reach. With four in ten American adults estimated to be obese, creating a potential 40 percent market share, and with a drug that would need to be taken by patients for the remainder of their lives, the market for anti-obesity medications would be all but certain to topple statins as the most profitable drug in human history. However, there remained a potential hurdle: cost. The out-of-pocket price to consumers for the drug exceeded on average $890 a month. For the vast majority of obese Americans, the drugs were simply not affordable.

As is often the custom in journalism, the *60 Minutes* segment saved its reveal for the end, with Stahl delivering one last emotional gut punch to the viewing audience.

"The vast majority of people with obesity simply can't afford Wegovy, and most insurance companies refuse to cover it, partly because, as AHIP—the health insurance trade association—explained in a statement, these drugs 'have not yet been proven to work well for long-term weight management and can have complications and adverse impacts on patients.'"

The news show immediately pushed back on the notion of side effects through assurances by Novo Nordisk funded spokeswoman Caroline Apovian that any potential complications would be minor. "Most of the side effects—nausea, vomiting—go away with time," said Apovian, before pivoting back to the substantive issue at the heart of the segment. Her patients can't get the medication "because insurance won't cover it."

A complaint filed on January 19, 2023 by the Physicians Committee, a nonprofit public health advocacy organization, claimed that the segment was essentially an advertisement for the pharmaceutical company sponsoring the show, placing it in violation of Food and Drug Regulations stating that advertising for drugs "shall include information relating to the major side effects and contraindications of the advertised drugs in the audio or audio and visual parts of the presentation."

The complaint read:

> "Although it was included during a regularly scheduled episode of CBS's popular series *60 Minutes*, the Wegovy promotion meets the definition of an advertisement. The host acknowledged Novo Nordisk as 'an advertiser on this broadcast.' Both physicians who spoke were Novo Nordisk consultants collectively paid $100,284.52 by the company in recent years. No medical experts who were not paid by Novo Nordisk appeared, nor did the promotion discuss alternative products or approaches to address obesity.
>
> Describing Wegovy as 'highly effective,' 'safe,' 'impressive,' 'fabulous,' 'robust,' and other variations on these themes, the promotion followed the same story lines Novo Nordisk uses in its other commercial advertisements, suggesting that individuals with obesity have already had full access to competent dietary guidance and that diet is largely irrelevant in obesity, ignoring alternative approaches and products, and minimizing discussion of risks and adverse reactions. The promotion repeatedly touted Wegovy's purported benefits and displayed its packaging. As such, the promotion constitutes a television advertisement (TV ad) under FDA regulations."

The initial rollout completed as planned, next the Medical Industrial Complex would go into overdrive to get its message out through a sophisticated two-pronged marketing campaign to:

A) Convince the public that obesity couldn't be fixed through individual lifestyle changes and was instead due to a lack of pharmaceutical products, the groundwork of which had already been established by Dr. Fatima Cody Stanford in the *60 Minutes* segment.

B) The pharmaceutical product would be covered by insurance policies, which would both increase demand in making the drug appear free of cost, while in actuality redistributing the financial burden from the obese to the other 60 percent of nonobese Americans.

Garnering support from the American news media wasn't difficult. The pharmaceutical industry accounted for 75 percent of all television spending, with every mainstream news organization sharing at least one board member with at least one pharmaceutical company. [141] The media machine began clicking on all cylinders, churning out positive coverage on behalf of their industry funders. By February 2023, "#ozempic" tag had over 600 million views on TikTok. A headline in *USA Today* read, "Obesity Was Long Considered a Personal Failing. Science Shows Us that Is Not the Case."

"Anti-obesity Drug Demand Is Expected to Skyrocket, but Will Insurance Cover the Cost?" The subheading to the March 2023 headline read, "New weight loss drugs can cost more than $1,000 a month, but most

health plans don’t cover them.”

A *People Magazine* profile headlined, “Washington Man Says Insurance Coverage Is the ‘Only Challenging Thing’ About Taking Wegovy for Weight Loss” told the heroic story of Bill Carlson, thirty-nine, who despite providing his height and weight, was initially denied coverage by his insurance company because he did not provide his body mass index, which was calculated using the two. The article quotes Carlson as saying, “I’m like, ‘I told you, I weigh 225 lbs. and I’m five-foot-eight. You know my BMI is high.’”

Fortunately, Carlson’s persistence led to a happy ending after working with his doctor to reapply for the medication. “And then they accepted it,” Carlson said. “It took about two months or so before I was able to get it all worked out.”

Next, in April 2023, Tufts University researcher Dariush Mozaffarian, four months after releasing the industry-funded Tufts Food Compass, released another shocking “scientific” study, this one revealing that meat, and not sugar, has been the actual driver of diabetes all along. On April 17, 2023, CNN trumpeted the study.

“. . . red meat driving global rise in type 2 diabetes, study says.” In a statement, Mozaffarian announced, “These new findings reveal critical areas for national and global focus to improve nutrition and reduce devastating burdens of diabetes.”

To improve nutrition and fight diabetes, Mozaffarian prescribed a diet of *more* carbohydrates, albeit healthier versions, stating “critical areas for national and global focus” needed to reduce diabetes would be to increase carbohydrate intake through the steering the diet from processed grains to whole grain.”

Neither the study, nor the journalists who covered it, could explain the magic involved in how diabetes, a disease driven by glucose (sugar), could be attributed to the consumption of meat, a food absent of sugar. The study was funded in part by Pepsico, Nestle, and Dannon.[142] Further, Mozaffarian had served on advisory boards for the US and Canadian governments, American Heart Association, the United Nations, and the World Health Organization.

Meanwhile, Dr. Fatima Cody Stanford, fresh off her appearance on *60 Minutes*, was awarded a chair on the federal government’s 2025 Dietary Guidelines for Americans Advisory Committee.

She will now have a role in establishing the dietary goals for the rest of the country, including the menus for children attending public schools.[143]

Additionally, Novo Nordisk and the pharmaceutical industries that compose the nations single, largest, lobbying group have directed the focus of its gargantuan influence machine in a push to pass federal legislation that would force taxpayers to cover the costs for anti-obesity drugs as a part of the Medicare and Medicaid benefit. If passed, it would provide a major cash windfall for the companies. In total, the pharmaceutical industry significantly outspends all others on lobbying congress.

During the 2022 election cycle, Novo Nordisk's political action committee made the maximal financial payments allowed by law to the election campaigns of nine political candidates, eight of whom cosponsored proposed legislation that would shift the costly burden of anti-obesity drugs to the public.

While prescribing an adult a product that necessitates its purchase for the remainder of their life is highly profitable, it is even more so when that prescription is written for a child. Next, in January 2023, the largest professional association of pediatricians in the United States issued new guidance for treating childhood obesity, emphasizing a need for early and intensive medical intervention.

In making the first change to the guidelines in fifteen years, the new policy advised pediatricians to recommend weight-loss drugs to children. In total, four drugs were approved for obesity treatment in adolescents starting at age twelve: Orlistat, Saxenda, Qsymia, and Wegovy. And Phentermine was for teens sixteen and older.

Dr. Sandra Hassink, who coauthored the new guidelines, touted the policy shift as long overdue, telling *NBC News*, "We now have evidence that obesity therapy is effective. There is treatment, and now is the time to recognize that obesity is a chronic disease and should be addressed as we address other chronic diseases."[144]

The guidelines were issued by the American Association of Pediatrics (AAP), a group whose own records reveal funding by the same pharmaceutical companies whose products it now advises doctors to prescribe. Listed on the AAP website as "partners'' are Novo Nordisk Inc, GlaxoSmithKline, Supernus Pharmaceuticals, Inc., Procter & Gamble, and Merck.

Meanwhile, Hassink serves as the Medical Director for the AAP's

Healthy Childhood Weight Institute, whose funding comes from Nestlé, the producers of Koko Krunch, Cini Minis, Cookie Crisp, Nestle Milk Chocolate, Smarties, Dreyer's Ice Cream, Drumsticks, and Toll House refrigerated cookie dough.[145] Additional funds for Hassink's research were contributed by the Robert Wood Johnson Foundation, which was set up by the drugmaker Johnson & Johnson, the manufacturer of the diabetes treatment drug Invokana, which is also popular for off-label use in weight loss.

The events unfolding in the first quarter of 2023 had all the appearances of a well-coordinated campaign between four powerful entities: the nutritional science establishment, industry, media, and the Medical Industrial Complex. The potentiality of all happening together in the span of a few months being random or mere coincidence strains the boundaries of common sense. A more likely scenario emerges when seen through the lens of who benefits.

First came Mozaffarian's Tufts Food Compass, educating the public on the virtues of a high-sugar, high-carbohydrate diet. The Food Compass would be released only days apart from the highly publicized rollout of an anti-obesity product under the guise of a news show, which was not only funded through advertising but also had on its payroll all of the experts who had been interviewed for the segment. Next, it was announced that new conclusions had been reached in the medical community, where obesity was not the result of individual lifestyle choices, but a "brain disease," while diabetes wasn't the result of sugar and carbohydrates but too much meat. Also in January 2023, the AAP, for the first time in fifteen years, changed its guidelines to recommend that pediatricians prescribe anti-obesity drugs to children beginning at the age of twelve years old.

In 2022, Novo Nordisk made $8 billion in profits with a profit margin of 31 percent. In comparison, non-drug companies earned an average profit margin of 4.5 percent.[146]

Even higher earnings are expected in 2023 with the rollout of Wegovy, which is exactly the same drug—just at a higher dosage—as Nordisk's older and more widely available anti-obesity weight loss drug Ozempic, all but assuring the company will continue to reach record profits well into the future.

PANIC OVER THE 2020 COVID-19 RESPIRATORY VIRUS PROVIDED ANOTHER

example of how the Medical Industrial Complex colluded with other industrial interests, this time under pressure from government authorities.

Shortly after the start of the outbreak, it had become obvious that those afflicted with obesity and diabetes were the only people under fifty years of age at serious risk. And yet no health authority made any attempt to remedy either affliction. On the contrary, the recommendations from leading health authorities seemed more optimized to make people fatter and more vulnerable. Large segments of the population were locked down at home, while playgrounds were chained shut and gyms closed, denying them exposure to essential sunlight. Meanwhile, nearly nothing was mentioned about diet.

It proved to be an ideal climate for launching the most profitable pharmaceutical product in world history. During the outbreak, millions of people sat at home, filling their bodies with junk foods as their waistlines expanded, further increasing their risk of the virus. For many, their entire worlds had been hijacked by fiat institutions.

In 2020, the resources of the fiat printing press were mobilized toward the push of a relentless, media-led propaganda campaign touting the “safe and effective” COVID vaccine while, at the same time, coordinating with social media institutions to ban non-conformist opinions and debate on the nature, seriousness, and treatment of the illnesses.

In May 2021, McDonald’s, one of the nation’s leading enablers of obesity, began a partnership with the Biden Administration on a campaign to advocate government-endorsed pharmaceutical products.[147] Packaging on the food and drinks from the McDonald’s, “We Can Do This” campaign directed customers to a website promoting the government-endorsed pharmaceutical product, while another link led them to schedule an appointment to receive their injection of the latest pharmaceutical merchandise. The multibillion-dollar “public education campaign” included ads on television, radio, online, and social media platforms.

Genna Gent, McDonald’s USA Vice President for global public policy and government relations, explained in a statement that, “McDonald’s is excited to be doing our part for the people we serve, providing them with simple information that can help keep them safe.” While touting the new packaging, notably absent from the statement was the health and safety implications of McDonald’s food itself.

Meanwhile, McDonald’s, through a complicated scheme of offshore

enterprises, continues to pay a significantly lower corporate income tax rate than its smaller, less-established competitors, a form of tax avoidance that remains perfectly legal and protected by American law. However, McDonald's is not alone. To survive in a fiat world, nearly every major business in America is forced to delegate resources akin to that of Gent's "public policy and government relations" position in order to remain in the favored class and maintain the good graces of authority.

McDonald's may have profited from an avalanche of great publicity, but the real winner would be the Medical Industrial Complex. In the fight against the COVID-19 respiratory virus, the United States government awarded $2 billion to a single vaccine manufacturer, Moderna, for research and development and another $10 billion on procurement. Meanwhile, Moderna was paid between $15 and $26 a dose for a product that only costs $2.85 per dose to manufacture.[148]

However, no new taxes needed to be raised to cover the $12 billion expenditure. The money would be created. No explanation was offered on why the same pound of pork chops that cost $.59 per pound in 1970, by 2020 would cost $4.17.

Meanwhile, the newly created money flowed into the coffers of industry CEOs. Since 2020, Moderna has made over $20 billion in profits. In 2022, Moderna's Board of Directors approved a nearly $1 billion golden parachute for its CEO Stephane Bancel. However, Bancel was only one of several new billionaires created by the virus. Ugur Sahin, the CEO of BioNTech, which produced a vaccine with Pfizer, reportedly has an estimated net worth of $4 billion while countless other investors in Moderna also became billionaires as shares skyrocketed.

Contributing to the windfall is the favored tax status awarded to industry leaders. In 2021, Moderna paid a 7 percent tax rate, well below the statutory rate of 21 percent.[149]

THE MEDICAL INDUSTRIAL COMPLEX IS AFFORDED ANOTHER ADVANTAGE BY THE federal government in being awarded immunity from legal action. According to forty-two US Code 300aa–22, "No vaccine manufacturer shall be liable in a civil action for damages arising from a vaccine-related injury or death associated with the administration of a vaccine after October 1, 1988, if the injury or death resulted from side effects that were unavoidable, even though the vaccine was properly prepared and was accompanied by

proper directions and warnings."

In February 2020, Health and Human Services Secretary Alex Azar invoked the Public Readiness and Emergency Preparedness Act, which had the effect of shielding vaccine manufacturers from liability in the event someone had an allergic reaction, injury, or death after being vaccinated. Finally, when compliance didn't reach satisfactory levels, brute force of regulations and threat of job loss that the government, working in tandem with the Medical Industrial Complex, coerced citizens into injecting its newest line of products.

As its stated reason for necessitating its need, Big Pharma and a bipartisan group of government officials assured the public that taking the vaccine prevented the infection while also stopping its spread, both of which later proved demonstrably false.[150]

Meanwhile, Americans claiming to suffer from adverse side effects as a result of injecting their bodies with a product they were coerced into taking were left with no legal recourse. In 2021 alone, there were more than 700,000 reports of adverse events following COVID-19 vaccination in the Vaccine Adverse Event Reporting System database.[151]

Just as many people had lost the ability to tell that junk makes them fat and meat makes them healthy, because of the fiat mindset, they expected to beat a respiratory virus with government decrees, cloth facial coverings, toxic injections, and lockdowns. At every step, the government became more powerful, inflation rose higher, and medical authorities got richer, while the American people became poorer and sicker.

The profit incentive of the Medical Industrial Complex is not to see people get healthier but to see them get sicker. Spawned by a decision to debase its money supply, the government fiat system has corrupted the science of nutrition, empowered the anti-meat and environmental religious groups to shape our concepts of food, and perverted the price incentives of how Americans eat through its alliance with the Agro-Industrial Complex. In fiat, markets are prevented from adjusting as they would under a hard currency and instead become a force of coercion.

Positioned at the end of a long line of fiat nutrition benefactors stands the Medical Industrial Complex, spearheaded by Big Pharma, in which a sick nation serves its ultimate end goals. In this model, the real product being sold is the sickness of the American people. And its consumers are the corporate entities who profit from human misery.

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Chapter 11

Government Institutionalization

The first ten chapters of this book have demonstrated how three powerful interests have successfully colluded to dramatically shift the American diet.

For the coalition of anti-meat religious groups and environmentalists, removing meat from the American diet averts an end-of-days scenario. For the Agro- and Medical Industrial Complexes, a diet of easily producible and addictive plant-based grains and sugars, accompanied by the resulting sickness and disease that inevitably follows, is the most profitable business model. The third, and arguably most important leg of this table, the United States government, has two equally powerful incentives in shifting the American diet: survival and power.

As examined in Chapter 6: The Philosopher's Stone, history indicates that no threat is higher to a ruling party than the civil unrest resulting from high food prices. Likewise, no single tool has afforded authority more power than that of the fiat money system through its ability for rulers to control the labor produced from an entire population. To maintain this power, the fiat money printer must be protected at all costs.

Over the past century, experts in their fields like John Maynard Keynes, physiologist Ancel Keys, and those at the Seventh-day Adventist Church

have all served the cause of the fiat money printer with distinction, and, as a result, witnessed their ideas elevated through fiat-funded institutions of industry, academia, and popular culture to ensure their beliefs are perpetuated to the broader public. Meanwhile, all who question fiat orthodoxy or run counter to fiat objectives are deemed heretical, a lesson best learned by John Yudkin.

However, in examining the relationships between government and industry, a natural chicken or egg question presents itself. Do corporations work for government officials? Or do government officials work for corporations? It is the author's opinion that, in addition to being outside the purview of this book, the question is of little significance. The two entities have become intertwined, like vines wrapped around a lamppost. Discovering where one begins and the other ends can only serve to envelope the curious in mental knots. More relevant for the purposes of this endeavor is that both work in tandem to manipulate the public diet in their shared aim of perpetuating a cheaper, more profitable food supply. To this end, the United States government would embark on one of its most ambitious projects in institutionalizing through public policy the diet for an entire nation of people.

While for decades the federal government had manipulated the American diet, it had refrained from directly telling the population what to eat. However, all that changed on February 4, 1980, when a series of dietary guidelines were issued. For the first time, a national nutrition policy was adopted, which formally institutionalized the diet-heart hypothesis of Ancel Keys as the de facto law of the land. The basis for the guidelines had been originally authored by Dr. Mark Hegsted, the former protege and coconspirator of Dr. Frederick Stare, and the same researcher who had formerly accepted bribes from the sugar industry in exchange for manufacturing pro-sugar research.

The guidelines, while vague and absent of clear parameters, became consequential for their recommendation that for the "US population as a whole, a reduction in our current intake of total fat, saturated fat, and cholesterol is sensible." To achieve the desired lower fat content, the guidance suggested that Americans "choose lean meat, fish, poultry, dry beans, and peas as your protein sources" and to "moderate your use of eggs and organ meats (such as liver.)" Further, the dietary guidance suggested, based on Keys's hypothesis, that while reducing the saturated fats found in

meats and dairy products, the average American needed to increase their consumption of foods “high in carbohydrates, starch, and fiber,” such as beans, nuts, peas, seeds, fruits, and vegetables, along with whole grain breads and cereals. The guidelines, which were released first to the media and then to the public in the form of a twenty-page booklet titled *Nutrition and Your Health*, reasoned that “ounce for ounce, carbohydrates are less fattening than fats, and that complex carbohydrate foods contain many essential vitamins and minerals in addition to calories.”

Since no clear criteria was set, an American reading the policy and wondering what constituted a reduction in real terms would be left to decide for themselves. Still, a foundation had been laid. Four decades later, it was hard to overstate the consequences of the small booklet. The Overton window on the role of government in the field of nutrition had officially shifted. And for the health of the American people, there would be no going back.

PRE-1980, THE GOVERNMENT HAD OCCASIONALLY ISSUED DIETARY SUGGESTIONS while stopping short of a national policy. In 1958, it was the Four Food Groups, which emphasized that American meals should consist of four equal portions (in weight) of meat, grains, dairy, fruits, and vegetables. In 1977, the Senate Select Committee on Nutrition issued a report titled “Dietary Goals for the United States,” in which it suggested Americans “increase the consumption of complex carbohydrates and ‘naturally occurring’ sugars from about 28 percent of intake to about 48 percent of energy intake.” Further, the report advised that meat should be eaten sparingly while natural fats like butter be replaced with substitutes, suggesting that citizens, “Reduce saturated fat consumption to account for about 10 percent of total energy intake; and balance that with polyunsaturated and monounsaturated fats, which should account for about 10 percent of energy intake each.”

The report received widespread media coverage, with the clear, unmistakable message hitting the public: People can “increase protection against killer diseases” by eating less animal fats and cutting down on “fatty meats,” dairy products, and eggs.

However, it wouldn’t be until the release of 1980s’ *Nutrition and Your Health*, when the long-held relationship between the United States government and the American diet would be fundamentally changed. In

Nutrition and Your Health, Hegsted's guidelines became an instrument for fundamentally degrading the health of the United States through the adoption of the diet-heart hypothesis into a federal policy. "Avoid too much fat, saturated fat, and cholesterol," the advice read. "High blood pressure is clearly a major dietary risk indicator. . . . Populations like ours with diets high in saturated fat and cholesterol tend to have high blood cholesterol levels. Individuals within these populations usually have greater risks of having heart attacks than people eating low-fat, low-cholesterol diets."

Hegsted's guidelines offered a small, albeit confusing caveat, in addressing the absence of evidence indicating a link between saturated fat, high total cholesterol, and heart disease. "There is controversy about what recommendations are appropriate for healthy Americans. But for the US population as a whole, reduction in our current intake of total fat, saturated fat, and cholesterol is sensible."

The highly coordinated message coming from Hegsted and soon the entire Agro-Industrial Complex funded bureaucracy, was once again clear: reduce meat, increase carbohydrates. More consequently, it would be backed by the full force of what had become post-1971 the most powerful force on earth: the American fiat money printer. A *New York Times* article released the next day gave a hint of what was to come in quoting Carol Tucker Foreman, the Assistant Secretary of Food and Consumer Services, explaining how "the new guidelines were already being used in school lunch programs, which are trying to reduce salt and fat in foods." Foreman continued, explaining that the policy would "ultimately reshape the way Americans ate."

The Agro-Industrial Complex went into overdrive to ensure that a steady diet of highly processed and profitable industrial grain products were available to be consumed en masse. The United States Department of Agriculture (USDA), the agency tasked with creating the dietary guidelines in addition to educating the public on their merit, began the job of circulating pro-grain propaganda to a media that appeared eager to uncritically accept it.

In 1984, following a "consensus" conference of the National Institute of Health, the high-carbohydrate, low-saturated fat diet was affirmed as settled science, when at the conclusion of the conference, a statement was read out loud claiming there was "no doubt" that reducing cholesterol through a low-fat diet would "afford significant protection against coronary heart disease"

for every American.

The media jumped on the bandwagon, touting the new, old findings. The March 26, 1984, cover of *Time Magazine* featured a large breakfast plate with two fried egg eyes over pieces of bacon arranged like a frown, accompanied by the headline, “Hold the Eggs and Butter.” The article began as follows:

> “Cholesterol is proved deadly, and our diet may never be the same. This year began with the announcement by the Federal Government of the results of the broadest and most expensive research project in medical history. Its subject was cholesterol, the vital yet dangerous yellowish substance whose level in the bloodstream is directly affected by the richness of the diet. Anybody who takes the results seriously may never be able to look at an egg or a steak the same way again. For what the study found, after ten years of research costing $150 million, promises to have a profound impact on how Americans eat and watch their health. Among the conclusions are that heart disease is directly linked to the level of cholesterol in the blood and lowering cholesterol levels markedly reduces the incidence of fatal heart attacks.”

The article continued on, profiling George Ford, the President of a small Ohio electronics firm who in his previous life “wouldn’t eat an egg unless it was fried in bacon grease.” However, after requiring a quadruple coronary bypass operation, Ford emerged from the hospital a new man, “determined to revise his ways.”

> “I haven’t had a slice of bacon in three years,” he says. He is proud and relieved that his cholesterol level is normal. “Maybe heart disease is God’s way of telling us we’re living too damn high on the hog,” Ford says. “It’s hard to practice moderation in this country. We’re a nation of excess.”

The author’s choice of choosing George Ford is revealed more clearly in the next paragraph when the interview morphed into an appeal for Americans to head the advice of nutrition authorities.

> “Sadly, George Ford is right. By the time the average American puts down his fork for the day, he has consumed the equivalent of a full stick of butter in fat and cholesterol. This is despite more than twenty-five years of warnings from doctors and the American Heart Association about the dangers of such oleaginous indulgence. All their good advice, plus the urgings of the health-and-fitness movement, has, it seems, succeeded only in making us feel guiltier as we plow our way through the eggs Benedict.”

The article ended with the following prediction:

> "By the year 2000, they say, heart disease could cease to be the leading cause of death in America. Twenty years ago," says Dr. William Friedewald of the NHLBI, "the public attitude was fatalistic. 'You may get a heart attack or you may not.' Today Americans are beginning to realize their health is in their own hands."

This same message would be amplified and re-amplified through the media megaphone. The *Time* cover story was joined by countless television newscasts, magazines, and newspaper articles amplifying the information landscape of the 1980s with steady voices in white coats repeating the mantra of condemnation for whole milk, eggs, and red meat.

In 1992, the United States Dietary Guidelines evolved into the USDA Food Pyramid, which unlike its previous incarnation, had now set exact limits in meat, along with the minimum intake of carbohydrates needed to achieve ideal health. The base of the pyramid, which was supposed to constitute the core of a healthy diet, stated it was optimal to eat "six to eleven servings of bread, cereal, rice, and pasta." Next, three to five servings of vegetables; followed by two to four portions of fruits. Higher up on the pyramid were the foods to be consumed in the lowest quantity: milk, yogurt, and cheese followed by meat, poultry, fish, dry beans, eggs, and nuts. Finally, at the pointed top of the pyramid were the foods that were to be eaten "sparingly," which included fats, an essential part of human life, along with sweets.

However, instead of highlighting a path to ideal health, the USDA Food Pyramid poster, in its application of six to eleven servings of cereal, bread, rice, or pasta per day to the human diet, proved to accomplish the opposite. Regardless, the USDA poster was hung up at every sandwich shop, pizzeria, or business in which food products made of refined flour were for sale, effectively serving as a government-approved advertisement for metabolic destruction. To accompany the campaign, the American Heart Association released pamphlets urging Americans to reduce their fat intake by advising the health conscious to avoid animal products and replace them with low-fat crackers, unsalted pretzels, hard candy, gum drops, sugar, syrup, honey, jam, and jelly.[152] The food industry was happy to accommodate the new guidelines. It now had an excuse to substitute the animal fats essential to the taste of most products with less expensive chemical additives and higher sugar contents.

By the mid 1990s, the propaganda campaign was hitting on all cylinders, with everyone on board to promote the benefits of a low-fat diet.

This spawned a new generation of Americans who no longer believed health was found in nature but rather in the industrial products labeled as “low-fat,” “fat-free,” and “heart-healthy.” The phrase “SnackWell effect” entered the American lexicon, used to describe the infatuation American dieters had for low-calorie, high-sugar foods and named after the fat-free, high-sugar cookie.[153]

IN CREATING AND THEN ORCHESTRATING THE WIDE-SCALE COMPLIANCE OF THE National Dietary Guidelines, no area of public life slipped under its purview, including two of fiat’s most lucrative cash cows: the food assistance programs and the public education system.

The Supplemental Nutrition Assistance Program (SNAP) was created with the stated goal of providing nutrition benefits to supplement the food of low-income families. Instead, it has served to incentivize industry to target the same low-income customers who have suffered the most as a result of consuming their hyperpalatable and addictive processed foods.

A 2021 study released from the Centers for Disease Control and Prevention (CDC) showed that the large increase in diabetes cases throughout the United States over the past two decades has disproportionately affected low-income populations. The study cited that between 2011 and 2014, “compared with persons with high income, the relative percentage increase in diabetes prevalence was 40.0 percent, 74.1 percent, and 100.4 percent for those classified as middle-income, near-poor, and poor.”

Not coincidentally, low-income American adults on average consume nearly two sugar-sweetened beverage servings a day, significantly more than any other financial demographic. As a result, industry profits have become increasingly dependent on low-income individuals.[154]

In 2013, when a debate raged in New York City over a proposed law limiting the consumption of sugar drinks, the NAACP and the Hispanic Federation unexpectedly joined the side of industry in the legal fight. Insight would later be provided by Calley Means, a former consultant for Coke, who recalled in interviews a meeting between Coca Cola executives and African American leadership groups.

“The conversations inside these rooms were depressingly transactional: We (Coke) will give you money. You need to paint opponents of us as racist.’ Means continued, “I say Coke’s policies are evil because I saw

inside the room. The first step in the playbook was paying the NAACP plus other civil rights groups to call opponents racist. Coke gave millions to the NAACP and the Hispanic Federation, both directly and through front groups like the American Beverage Association. This picked up in 2011-2013 when the Farm Bill and soda taxes were under consideration."[155]

The tactic employed by the industry proved highly effective. Proposed regulations were stalled, and most importantly, taxpayers continued subsidizing soda-inspired diabetes drinks to the most vulnerable under the threat of being called racist.

A myriad of public interest groups also jumped on board in defense of the soda industry, creating the perception of a consensus in favor of sugar drinks, including two of the nation's most high-profile, anti-hunger groups, the Food Research Action Center and Feeding America, with both groups publicly coming out in opposition of attempts to prohibit the use of tax dollars to purchase sugar drinks for Americans on food stamps. However, the groups later revealed to have been under the soda industry's payroll, having received funding from Coca-Cola, PepsiCo, Dr Pepper Snapple Group, the American Beverage Association, and Kraft Foods, the maker of Kool Aid and Capri Sun.[156]

By 2019, 38 million Americans were receiving SNAP benefits, comprising 12 percent of the entire United States population. In 2021, an astounding $113 billion was spent on SNAP benefits, with 10 percent of all dollars spent on sugary drinks, which for Coca Cola would translate into $5.23 billion or more than 40 percent of their revenue for the year. In total, 10 percent of SNAP funding goes to sugary drinks, which amounted to a direct transfer of more than $10 billion of wealth from the citizenry for the funding of an addictive substance distributed to America's most at-risk communities with the return on the investment being destruction of untold human life.[157]

In 2023, research linked sugary drinks to roughly 180,000 deaths worldwide, including 133,000 diabetes deaths, 44,000 deaths from cardiovascular diseases, and 6,000 cancer deaths, with 78 percent of these deaths in low- and middle-income countries.[158]

The system continues to function as intended. The most vulnerable continue to suffer from malnutrition, while the benefactors of keeping low-income Americans addicted to sugar and highly processed carbohydrates continue to reap a financial windfall. A portion of corporate profits are then

cycled back to government leaders in the form of campaign donations or other less transparent kickbacks, which are then employed by authorities to solidify their own power.

However, the most deadly consequences of the nation's nutrition policy can be witnessed in the modern American public school system. Through its schools, the federal government has placed itself as the provider responsible for feeding the single largest group of people in the history of the planet. Following the issuance of the 1992 Dietary Guidelines, directives issued by the Agriculture Department demanded that school cafeterias adhere to strict new standards. Menus had to be restructured to ensure that students consumed no more than 30 percent of their weekly calories from fat.[159]

The new restrictions had a massive impact on health, affecting 93,000 schools and more than 49 million students through the National School Lunch Program. Cafeterias across the country moved to replace nutrient-rich meat and healthy fats with vegetable oils and processed grains. Consequently, the program set up America's youth for a life of food addiction through the constant stream of daily sugar and hyperpalatable chemical additives.

To initiate the program, it was agreed upon by authorities that $4.4 billion-a-year would be delegated toward the project.

THE UNITED STATES HAD ALREADY SPENT THE $1.26 TRILLION IT HAD COLLECTED in taxes from its citizenry in 1994. However, no new taxes needed to be raised to cover this expenditure. The money was created. No explanation was offered on why the same new house that in 1970 cost an average of $23,450 by 2011 would cost $106,146.87.

A portion of the new dollars went toward the purchase of then-sophisticated computer software that was installed at schools nationwide to ensure districts complied with the government's dietary mandate. In June 1994, the Agriculture Department declared that schools were required to use the computers to analyze the nutrients in each of the foods, which served to ensure that the children were fed larger portions of bread, pasta, fruits, and vegetables while shrinking the share of saturated fats as the federal government had mandated.

The revised guidelines proved a nutritional death-knell for the school lunch. Gone were the packets of natural butter, replaced by "heart healthy"

vegetable oils. Whole cheese was replaced by shreds of a low-fat variety that clung on the top of thick pieces of processed bread, and high-fructose corn syrup-flavored tomato sauce to form a concoction being passed off to students as pizza. The lard that had at one time fried the chicken nuggets and French fries had vanished, replaced by highly combustible toxic seed oils.

THE NEW MILLENNIUM BROUGHT WITH IT AN EXPANSION OF THE USDA'S ROLE TO include breakfast for increasing amounts of school-aged children as part of the Healthy, Hunger-Free Kids Act of 2010, a federal statute signed into law by President Barack Obama. The law attached fiat-funding of schools to a new, even stricter set of dietary guidelines spearheaded by First Lady Michelle Obama in collaboration with the USDA. Under the new criteria of the Healthy, Hunger-Free Kids Act, the Dietary Food Pyramid was replaced by MyPlate, which emphasized a further move away from meat through the new and easy-to-understand visualization of a dinner plate.

America's new healthy diet was divided into five food groups consisting of fruits, vegetables, grains, proteins, and low-fat and fat-free dairy. For proteins, the website instructs, "Eat a variety of protein foods to get more of the nutrients your body needs. Meat and poultry choices should be lean or low-fat, like 93 percent lean ground beef, pork loin, and skinless chicken breasts."

The First Lady succinctly summed up the nation's new food policy at the press conference, unveiling the new guidance in telling the attending media that if Americans' dinner plates had lots of grains, fruits, and vegetables, "then we're good, it's as simple as that."[160]

Perhaps, most notably, was the absence of the familiar red-and-white cartons of whole milk, a dietary staple of the lunch tray since President Harry Truman's signing of the 1946 National School Lunch Program. As part of the Healthy, Hunger-Free Kids Act that Michelle Obama called a "cornerstone" of her campaign, a new regulation was put into place that made it "a crime" to sell whole milk in public schools, vending machines, or anywhere else on school grounds. The First Lady called it "the most meaningful and comprehensive change to food in schools we've seen in a generation."

Once banished from the cafeteria, whole milk was replaced by skim or low-fat milk. However, once students shunned the tasteless, watery, fat-free

substitute, schools attempted to compensate for the lack of flavor by offering sugar-laden chocolate or strawberry milk alternatives. Kids couldn't get enough of the new flavored milk, with one cup of chocolate skim milk containing 26 grams of sugar, only slightly less than an equal amount of soda.

The USDA School Breakfast Program grew to oversee the meals of children in 90,000 public and nonprofit private grades ranging in ages from pre-kindergarten to 12th grade.

The General Mills business website, which lists products approved as healthy by the USDA for student meals, advertises that school administrators can, "Get the variety you want and the nutrition kids need in fun, familiar tastes and brands from General Mills K-12 foodservice products. From breakfast to lunch, our products will boost participation all day long and keep kids saying , 'Yes!' to school meals."[161]

For students in K-12, the offerings that "kids keep saying, 'Yes!' " read like a corporate-sponsored wish list for metabolic destruction: Lucky Charms, Cinnamon Toast Crunch bars, CocoPuffs, Peach-flavored Cheerios, Pillsbury Frozen Cheesy Pull-Aparts, Southwest Queso Rolls, Reese's Puffs Cereal Single-Serve Bowlpak, Betty Crocker Oatmeal Bars Double Chocolate, Yoplait Trix Gluten Free Yogurt Single-Serve Cup Triple Cherry, and Pillsbury Best Frozen Cookie Dough Pack Chocolate Chip with Candy Pieces.

All meet the USDA MyPlate criteria of being low in saturated fat.

IN 2011, ELECTED OFFICIALS VOTED TO REAUTHORIZE AND EXPAND THE NATIONAL School Breakfast Program at a cost of $4.5 billion, with an additional $10.1 billion authorized for the National School Lunch Program. No new taxes needed to be raised to cover the $14.6 billion expenditure. No explanation was offered on why the same dozen eggs that in 1970 cost 59 cents by 2011 would cost $1.81.

Once out of office, Michelle Obama remained in the health industry, monetizing her platform by signing with Juggernaut Capital Partners, a private company that specialized in "celebrity-driven" food brands to launch her own "healthy" sugary drink. In a press release announcing the launch of PLEZi, Obama wrote, "We're hoping not to just provide healthy and delicious drinks and snacks for kids, but to jumpstart a race to the top that will transform the entire food industry. . . . Because let's face it, even

after everything we accomplished during the White House years, it is still simply too hard for kids to grow up healthy."[162]

PLEZi would come in four flavors: tropical punch, orange smash, sour apple, and blueberry blast, with a single eight-ounce serving of Plezi consisting of sixteen different ingredients and six grams of sugar.

Meanwhile, recent investigations reveal the government panel that sets the nation's guidelines is mired in conflicts of interest. The Dietary Guidelines Advisory Committee (DGAC), the group of twenty science and nutrition experts appointed by the US Departments of Health and Human Services to provide "independent, science-based advice and recommendations for the development of the next edition of the Dietary Guidelines for Americans," has been harboring deep ties to industry.

Nina Teicholz, a journalist and founder of the Nutrition Coalition, coauthored a review of the conflict on the (DGAC) and discovered that 95 percent of the 2020 Committee had at least one tie with a food or pharmaceutical company, and more than half of the members had thirty such ties or more. Further, Teicholz is calling for the suspension of work for the 2025 Dietary Guidelines for Americans until the Departments of Agriculture and Health and Human Services disclose all financial conflicts of interest.

In a statement, Teicholz said, "Unless we know exactly how Big Food is influencing the experts in charge of our dietary guidelines, this policy will be neither trustworthy nor reliable. The guidelines currently advise all Americans to eat three servings of refined grains and up to 10 percent of calories as sugar every day. We all know that's bad for health, but until we can start to get some control over the massive influence of the ultra-processed food industry on the guidelines, we can't begin to fix this policy or save America's health."

To Teicholz's point, Dr. Fatima Cody Stanford, who from 2017 through 2021 worked as a paid consultant for Novo Nordisk, the maker of anti-obesity drugs, has already been announced as a member of the 2025 team. Gordon Guyatt, a distinguished professor at McMasters University, stated in a release that by failing to offer a full disclosure, the USDA is neglecting basic standards of scientific practice. "If the USDA is trying to convey the message that they have something to hide and are doing their best to hide it, they are doing an excellent job."[163]

Relevantly, the list of industry leaders funding the USDA is composed

of many of the same industrial giants who profit most from its own dietary recommendations. In 2023, its list of Strategic Partners who helped fund the agency include the manufacturers of Doritos, Fritos, Cheetos, Jelly Belly, Barilla Pasta, TastyKake, Nesquik, and Kit Kat bars, as well as nearly every major corporation in the Agro-Industrial Complex.

By 2022, the cost of the National School Lunch Program had swelled to $28.7 billion, money that was brought into existence through the inflationary theft of its citizenry, which was then redistributed for the mass-poisoning of its own children.

FOR THOUSANDS OF YEARS, HUMANS NEVER QUESTIONED WHAT TO EAT. THEY hunted for the meat of the largest ruminant animal they could find. They ate plants when starving, for medicinal reasons, or to accompany animal fats. Fruits would sometimes be consumed, if found in season and on those occasions when other animals hadn't gotten to them first.

As humans settled into farming, plant consumption increased but meat and animal fats remained the center of the dietary universe.

In the span of fifty years, the federal government had successfully established a national food policy that pivoted Americans away from their natural meat-eating roots and into a highly profitable cheaper food alternative. Through the powers of fiat, authorities saw their food policy implemented in prisons, hospitals, and most crucially, on the nation's children through the American public school system.

Today, the simple way of eating that our ancestors once knew has all but been erased from the memories of most Americans. However, while the simple truth of what constitutes a healthy diet can be evaded, the consequences of nature cannot be.

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Chapter 12

Fiat Health Effects

> “The greatest wealth is health.”
>
> —Virgil.

The real cost of inflation on a country can be best seen not through government-sanctioned data points circulated throughout the corporate sponsored media, but in the financial, physical, and mental health of its citizenry. Officials point to the increase of paper wealth as evidence that their stewardship in both the economy and nutrition has led to a rise in the quality of life. In reality, the past fifty years has seen the true standard of living for most Americans plummet. Debasement of the currency has left the American people poorer, and through the resulting degradation of the nutrients of their food supply, sicker than at any time in recent history.

Fifty years after President Richard Nixon promised a more prosperous future in exchange for sacrificing the dollar’s redemption for gold, enough time has now passed and evidence made available for the American people to fairly evaluate the results of this experiment.

A shrinking middle class is a consequence of the inflationary property of the debt-creation mechanism inherent in fiat. In the United States fiat system, the money supply is increased through borrowing. When a loan is granted, it is not a bank-facilitated transfer of funds from a depositor in exchange for an interest rate. Instead, the money for the new loan is created out of nothing; and once issued, it circulates throughout the rest of the

economy, devaluing the purchasing power of the already existing supply of dollars.

In America, the wealthiest are those gaming the fiat debt system through the perpetual creation of new money that can then be employed to purchase new capital or tangible resources at the expense of the middle and lower classes. The lower economic stratum can only watch as the purchasing power of their dollars is transferred over time to the wealthiest individuals. Consequently, data from the Federal Reserve shows that the wealthy borrow a significant amount more money than the country's lowest earners with the top 1 percent of the population holding 4.6 percent of all debt, while the bottom 50 percent of the country owns 36 percent of the outstanding debt.[164]

Further, America's tax code encourages the wealthy to take advantage of a litany of loopholes and wealth-management strategies in order to increase their financial foothold through the incentive of borrowing.

In the United States tax system, loans aren't considered taxable income. The wealthy need only pay back the principal and interest, rather than the higher taxes that would accompany multimillion-dollar incomes and investments. For example, in 2014 Oracle cofounder Larry Ellison disclosed he had used 250 million of his Oracle shares as collateral to secure a $9.7 billion personal line of credit. Likewise, Elon Musk put up a large percentage of his equity in Tesla and SpaceX as collateral for loans, rather than sell those shares and pay 20 percent in capital gains tax. From 2014 to 2018, Musk grew his wealth by $13.9 billion, while paying only $455 million in taxes, making his "true tax rate," according to ProPublica, just 3.27 percent. Investor Carl Icahn paid $0 in federal income taxes despite reporting an adjusted gross income of $544 million, as he had an outstanding loan with Bank of America worth $1.2 billion.

Icahn told ProPublica that while he does borrow a lot of money, it's "not at all" meant to lower his tax bill, but rather that he borrows "to win." Ichan added, "I enjoy the competition. I enjoy winning."

America's elite earners *are* winning and appear to be pulling away from the crowd. From 2014-2018, America's 25 wealthiest individuals saw their net worth grow by $401 billion, according to Forbes, while over that same period paying a total of $13.6 billion in federal income taxes, amounting to 3.4 percent of that newly acquired wealth. By contrast, the average middle-class American in their forties saw their net worth grow by $65,000 from

2014 to 2018, but paid $62,000 in income taxes, or 95 percent of that new wealth.

Through incentivizing the expansion of the monetary supply to provide highly lucrative interest rate arbitrage for the wealthiest at the expense of the purchasing power of the lower financial stratum, the fiat system has created a caste system that inhibits upward economic mobility for the lower and middle classes while preserving the status of the highest tier.

According to the Pew Research Center analysis of government data, the middle class (once composed of a clear majority of Americans), has witnessed a steady contraction over the past five decades with the share of adults who live in middle-class households falling from 61 percent in 1971 to 50 percent in 2021.

Meanwhile, the gap between the wealthiest Americans and the poorest has also grown larger as an increase in the share of upper-income adults grew from 14 percent in 1971 to 21 percent in 2021, as well as a rise in the share who occupy the lowest-income tier, from 25 percent to 29 percent. Most remarkably, by 2023 the top 1 percent in the United States owned more wealth than the bottom 92 percent, with the fifty wealthiest Americans owning more than the combined 165 million people, who compose the lower 50 percent of the country.[165]

Earning more money extends beyond the ability to acquire more material goods. Poverty in the United States has become a death sentence as low-income Americans have a life expectancy that is almost fifteen years lower than the wealthy.[166] This is understandable when you consider how prohibitively expensive healthy and essential foods are, and the enormous propaganda in favor of arguing on behalf of the flavored poison masquerading as food.

Intrinsically tied to the income gap is the catastrophic loss of the value of labor experienced by the lower- and middle-class Americans. In 1960, the average teacher’s salary, which was slightly more than $4,995 annually,[167] was enough to afford a median-priced home in California, which at the time cost $12,788. An educator living in California in 2023 and earning the median salary of $72,340, could afford less than 1 percent of the homes on the market, which by then had a median price of $737,900.[168] The same holds true to basic needs of food, fuel, and virtually any group of sought after non-tech related consumer goods.

Further, the same fiat debt mechanism that has impoverished its

citizenry has also bankrupted the nation. In 1965, the debt to gross domestic product (GDP) ratio, which is the metric comparing what a country owes with what it produces, stood at 43 percent. However, by 2022, the debt-to-GDP ratio had ballooned to 123 percent.[169] If applied to a family's budget, this would mean that for every $100 earned, the same family incurred another $123 in debt. By contrast, the max debt-to-income ratio for a person to be eligible for a loan from the Federal Housing Authority (FHA) is 43 percent.[170] In other words, if the United States government applied for a loan from its own agency using its own guidelines, it would be deemed ineligible. However, the person turned down for the FHA loan cannot print their own money under penalty of imprisonment for counterfeiting. The federal government is under no such threat.

The real danger to an economy, Keynesian economists explain, comes not from the growing national debt, but rather from any restraint on printing new money that could dampen economic growth, reasoning that through the powers of the fiat money printer, a country can choose to create an unlimited amount of money to pay off any debt in full and at any time it desires. As a result, the ability of the United States to pay its own bills is no longer a legitimate matter of concern for the United States.

Asked on June 2018 by the moderator of *Meet the Press* about the skyrocketing debt facing the country, former Treasury Secretary Alan Greenspan responded, "This is not an issue of credit rating, the United States can pay any debt it has because we can always print money to do that so there is zero probability of default."

This power was also understood acutely by President Barack Obama, who during his administration considered having the US Treasury mint a platinum coin worth $1 trillion to pay off a portion of its own debt. [171]

Democratic Congressman Brad Sherman said the quiet part aloud at a May 10, 2023, hearing on crypto investors. "They will accuse the US government of making money out of thin air. Maybe we do, but we're the US government."

The willful ignorance professed by authorities on the substantive nature of debt and the fiat system's ability to wash it away through the printing of pieces of paper, clicks on a keyboard, or minting of a coin belies either a fundamental disregard for the laws of cause and effect or, as is more likely the case, a blatant manipulation of power. In the case of Greenspan, in the years preceding his being charged with control of the fiat money printer, the

former Treasury Secretary made clear he was in full comprehension of its destructive force.

In his 1967 essay *Gold and Economic Freedom* Greenspan wrote, “Gold and economic freedom are inseparable. . . . Deficit spending is simply a scheme for the ‘hidden’ confiscation of wealth. Gold stands in the way of this insidious process. It stands as a protector of property rights.”

A nation’s choice of currency or money is a tool that serves as a medium of exchange in the trade between people for goods and services. The farmer who accepts twenty ears of corn harvested from his neighbor in exchange for a written promise that he would repay the farmer at a later date with twenty-two ears of corn can choose to ignore the written agreement but not the twenty-two ears of corn the promissory note represents. As is the case with the United States debt, the deficit owed to the farmer is not one of promissory notes but of the tangible goods or labor that the paper represented.

In fiat, the resulting deficit isn’t paid by the defaulter but instead redistributed throughout the rest of the monetary pool. Just as the interest payments on the debt incurred by our political leaders fifty years ago are being paid off by the inflationary theft of the goods and services produced today, interest payments for the debts incurred today will be paid in time through the inflationary theft from the labor of future generations.

However, the most catastrophic consequence of fiat can be seen in the health outcomes imposed on its people. In incentivizing a cheaper, carbohydrate-based, nutrient-depleted food supply, the fiat monetary system has crushed its population under the weight of sickness, disease, and lethargy.

In contrasting the state of American health before the shuttering of the gold window in 1971 to that of today, a clear divergence emerged. Up until 1970, Americans had been doing reasonably well on their traditional meat-based diet. The consolidation and subsidization of the food supply that accelerated in 1971 coupled with the radical demands from the 1980 and 1992 Guidelines to eat less red meat and to switch to a high carbohydrate diet was met with a shocking level of compliance. Back in 1972, the average American consumed at least 104 pounds of red meat a year, according to the United States Department of Agriculture. The most recent USDA Food Availability data showed that by 2019 that number had been nearly cut in half to 56.2 pounds of beef annually. Further, similar declines

were shown to have occurred in whole milk, eggs, animal fats, and butter, while Americans significantly increased their consumption of vegetable oils and grains. Whereas in 1971 the average American consumed 10.4 pounds per person of corn products (flour and meal, hominy and grits, and food starch) by 2021, that number had more than tripled to 35.5.[172]

The switch from meats to grains would correlate with a dramatic rise in the American waistlines. In the 1960s and 1970s, obesity was comparably rare with only 13 percent of adults medically overweight. However, beginning in the 1970s, obesity began increasing. Twenty-one years later, the obesity rate still grew larger, exceeding four in every ten Americans adults.[173]

In children, the difference would be even more pronounced. In 1966, the average weight of a fifteen-year-old boy was 135.5 pounds and the average fifteen-year-old girl weighed 124.2 according to data from the Centers for Disease Control (CDC). By 2002, those average weights had increased to 150.3 pounds and 134.4 pounds.

The fattening of the United States has become so profound that researchers believe it to now be a primary contributor to the shortening of the average life span, exceeding that of accidents, homicides, and suicides combined.[174] Researchers note that most, if not all, of the decrease in lifespan can be attributed to diseases and complications associated with obesity, including Type 2 diabetes, heart disease, kidney failure, and cancer, all of which are now likely to strike people at younger ages.

This reduction in life span is a dramatic indictment of the American way of life. With rare exceptions, life expectancy has historically been on the rise in the United States. In 1900, the average American was expected to live until forty-seven years old. By 1950, that number had risen to sixty-eight years and by 2019 to nearly seventy-nine years. However, the trend has begun to reverse, decreasing to seventy-seven in 2020 (pre-COVID-19) and dropping to seventy-six in 2021, the largest decrease over a two-year span since the 1920s.

The decline in life span is especially jarring when considered in the context of the cumulative effect of new life-prolonging revolutions made in medicine. Shockingly, Americans have continued to die younger despite remarkable advances made in medicine that have led to decreases in deaths from pneumonia and influenza.

“We’re in the quiet before the storm,” Dr. David S. Ludwig told the *New*

York Times. "It's like what happens if suddenly a massive number of young children started chain smoking. At first, you wouldn't see much public health impact. . . . But years later, it would translate into emphysema, heart disease, and cancer."[175]

Further, physical height, another known indicator of nutritional health, has shown to have been stunted. In the first half of the twentieth century, the average height of the American male continued to rise as Americans were among the tallest people on earth, with children and adolescents growing about an inch and a half taller every twenty years.[176] However, recent data collected from the CDC reveal that in the last fifty years, that trend has come to a complete stop, with the average height for Americans having stabilized to about 5 feet 9 inches for men and 5 feet 4 inches for women. Further, while metabolic diseases were rare in the 1960s, with only 1 percent of the entire population having been diagnosed with diabetes, by 2015 that number had skyrocketed to 24.4 million, constituting 7.4 percent. Today, approximately 37 million people have diabetes.

Not coincidentally, the demographic at greatest risk appears to be the ones targeted most by advertisers of sugary sodas and cereals: children and teens. According to the CDC, diagnosed cases of Type 1 and Type 2 diabetes have been surging most among youth. From 2001 to 2017, the number of people under age twenty living with Type 1 diabetes increased by 45 percent, while the number living with Type 2 diabetes grew by 95 percent.[177]

Additionally, incidences of early onset cancers—including breast, colon, esophagus, kidney, liver, and pancreas have dramatically increased around the world, with the steepest rise accelerating over the past thirty years. A growing body of research suggests that this rise in cancer rates may be associated with the introduction of vegetable oils into the American diet due to the oils' interaction with oxygen, which when heated have been shown to release a series of DNA mutating chemicals known to cause the deadly disease.[178]

A deterioration of the mental health of the American populace has also correlated with the destruction of its food supply, making it another deadly and often unstated casualty of the nation's transition to fiat foods. In 1970, it was estimated that one in twenty Americans suffered from depression.[179] By 2023, more than one in five adults claimed to live with a mental illness, with one in twenty-five living with a serious mental illness such as

schizophrenia, bipolar disorder, or major depression, according to the CDC. Further, between 2015–2018, 13.2 percent of Americans aged eighteen and over reported taking antidepressant medications in the past thirty days. Research has shown that sustained periods of inflammation in the body resulting from high levels of sugar in the blood can trigger imbalances in brain chemicals, causing depression, anxiety, panic attacks, and the development of certain mental illnesses.[180]

In his speech to America, President Richard Nixon, in announcing a new era of fiat money, promised prosperity and better days ahead. A fair critique of his pledge, based on the fifty years of available evidence, granted Nixon partial credit.

The American people may be working longer hours only to watch their wealth be confiscated as their bodies grow fatter and sicker for the remainder of their shortened life spans. However, America's largest institutions, including universities, the Medical and Agro-Industrial Complexes, together with all levels of government that spearheaded this destruction, have achieved an unprecedented prosperity, rising significantly in both wealth and power.

Better days . . . for the fiat privileged only.

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Chapter 13

Personal Autonomy

> "A collectivist tyranny dare not enslave a country by an outright confiscation of its values, material or moral. It has to be done through a process of internal corruption. Just as in the material realm the plundering of a country's wealth is accomplished by inflating the currency so today one may witness the process of inflation being applied to the realm of rights."
>
> —Ayn Rand, *Capitalism the Unknown Ideal*

The personal integrity of human life has been collateral damage for a fiat system that requires the infantilization of its people for the perpetuation of its own survival. Fiat necessitates a systematic attempt to separate actions from consequences, a form of mental sabotage which usurps the reasoning mechanism of the human mind. It leads to a confused, compliant public, eager to follow the dictate of any voice capable of punching through the fog.

Foundational to an individual's self-ownership is the perception that they control their own health. That through the foods they eat, they can grow strong. That in illness, they are equipped with tools necessary to heal. Foundational to fiat is human dependence, surviving off a system that slowly drains the wealth of the many to the benefit of the few. That the expertise of authority serves as a substitute for one's own decision making. Consequently, the role of personal responsibility as the primary driver of obesity and related chronic diseases has been sidelined, replaced by assurances from fiat health authorities that negative health outcomes are due to circumstances outside of one's control.

In the past, establishment arguments often centered around social conditioning. The most recent iteration centers around genetics . . . that obesity is a “brain disease” (as discussed in Chapter 11: Government Institutionalization). Shifting the blame for personal health outside the realm of human behavior and choice affirms that people have no control over the most basic outcomes of their own lives, and an opening then emerges for someone or something to take that control for them.

A human mind cannot not perform on the premise of its own incompetence. If a person acquires the conviction that their ability to act on the most primary of human tasks (the health and maintenance of one’s own body) is hopeless and that control over their physical and mental well-being has been placed in the hands of others, then the battle has already been lost. Human life has become monetized, becoming yet another product serving the interests of authority. Consequently, a prerequisite of self-ownership is the free access of information needed for people to make the correct decisions in how to achieve a healthy life.

In today’s highly curated information landscape in which authorities have colluded to suppress information that goes against preordained narratives, the American citizenry can only be held partly responsible for their dietary choices. As discussed in previous chapters, several of the most respected nutrition scientists in the country have been the subject of bribes, committed acts of fraud, or most commonly, highlighted only the information that reinforces desired results while ignoring studies that would go against the “consensus.” From the data points manipulated by Ancel Keys that first gave birth to the heart-diet hypothesis and the unscientific Adventist observational studies touting the evils of meat, to the pay-to-play schemes from renowned Harvard nutritionists Frederick Stare and Mark Hegsted, who would later go on to create the nation’s food policy, the field of nutrition has been mired in shoddy science, religious influence, and corruption at nearly every step of its evolution. However, the most instructive example can be found in the Minnesota Coronary Survey.

The survey was primed to be the definitive test that would finally prove Ancel Keys’s diet-heart hypothesis. Beginning in 1968, researchers carried out controlled clinical trials in six mental health hospitals and one nursing home in a study that lasted four and a half years under the belief that it would validate Keys’s diet-heart hypothesis once and for all.

Previous to the survey, the only available data supporting the diet-heart

hypothesis had come entirely from a series of poorly controlled epidemiological studies, also known as observational studies, which relied on surveys and at best, could establish correlation not causation.

The Minnesota Coronary Survey was different. More than 9,400 men and women, ages twenty to ninety-seven, participated with data on serum cholesterol available on more than 2,300 participants. The study was led by a close colleague of Keys, Dr. Ivan Frantz Jr. of the University of Minnesota Medical School, with Keys serving as its co-leader.

In what would be one of the largest controlled clinical dietary trials of its kind ever conducted, researchers were able to tightly regulate the diets of the institutionalized study subjects, half of which were fed meals rich in saturated fats from milk, cheese, and beef, while the remaining group was fed a diet in which saturated fat was removed and replaced with corn oil. It would mark the first time the diet-heart hypothesis would be tested in a randomized controlled study, the gold standard in science, meaning that enough variables could be controlled to potentially establish a true causal relationship.

However, at the conclusion of the survey in 1973, it was as if a bomb had dropped on the heads of the researchers. The figures had revealed that "for the entire study population, no differences between the treatment and control groups were observed for cardiovascular events, cardiovascular deaths, or total mortality."[181]The results were devastating for Keys, his diet-heart hypothesis, as well as the near entirety of the nutritional field, which had embraced them. For more than a decade, Keys and his colleagues had been the subject of countless newspaper articles, magazine covers, and television interviews where they confidently assured the public that they had solved the heart-health riddle.

There was no doubt, Keys often repeated, that the wave of heart attacks that had crippled the country could be attributed to the consumption of the saturated fats found in meat, eggs, and whole milk, which would in turn cause high cholesterol, clogging the arteries. But now the data gathered from the most comprehensive study ever conducted on the subject had refuted his theory and done so in spectacular fashion. If Keys and his colleagues were going to save their reputations, a concerted effort would need to be undertaken to prevent the study results from reaching the broader scientific community and more importantly, the public. As it turned out, that is exactly what they did. The results of the study remained concealed

for the next sixteen years.

In 1989, a full nine years after the diet-heart hypothesis had been used as the cornerstone for the nation's nutrition policy and causing millions to change their diets, the study results were finally published but in an obscure medical journal with few readers. The tactic proved effective. If anyone had noticed the results, it barely elicited a peep. The promotion of a low-fat diet of grains, vegetable oils, and sugar continued, as did the vilification of red meat.

In 2016, Christopher Ramsden, a medical investigator at the National Institutes of Health, became curious about what had happened to the survey. He had read in the literature that the study had been conducted but was unable to find any trace of its results. After Ramsden inquired, the university informed him that while the study's lead researcher, Ivan Franz, had passed, they could put him in touch with Franz's son, Robert. Robert was happy to oblige and searched his father's house, where in the basement a box marked "Minnesota Coronary Survey" was discovered.

The data inside resulted in a complete and total evisceration of Keys's diet-heart hypothesis, revealing that not only was there no decreased risk of death from substituting animal fats for vegetable oils but instead showed an *increased* mortality rate for those on the "heart healthy" diet.[182] Furthermore, those who had the greater reduction in serum cholesterol, a measurement of the total amount of cholesterol in the blood, had a *higher* rate of death.

Robert Franz couldn't make sense out of the findings. "When it turned out that it didn't reduce risk, it was quite puzzling," he told the *New York Times*. "And since it was effective in lowering cholesterol, it was weird."

Still, many in the scientific community refused to believe the results could be true. Dr. Daisy Zamora, a research scientist at the University of North Carolina at Chapel Hill, analyzed four similar trials that tested the effects of replacing saturated fat with vegetable oils rich, with all four also failing to show any reduction in mortality from heart disease.

"One would expect that the more you lowered cholesterol, the better the outcome," said Dr. Ramsden. "But in this case, the opposite association was found. The greater degree of cholesterol-lowering was associated with a higher, rather than a lower, risk of death."[183]

When years later one of the study's principal investigators was asked why the study was never made public, he told science journalist Gary

Taubes that while there wasn't anything wrong with the research, the decision was made to conceal the results because "we were just so disappointed in the way they turned out."[184]

It would be impossible to overstate the implications resulting from Franz, Keys, and their fellow researchers withholding the findings from the Minnesota Coronary Survey from the public. For decades, Americans had been told that high cholesterol in the blood was shortening life spans. An entire dietary system had been built around the premise that foods that caused a rise in cholesterol were bad, while ones that lowered cholesterol were good. However, the most conclusive and extensive study ever conducted on the subject indicated the opposite to be true.

The possibility exists that if research showing evidence that low cholesterol diets led to a higher mortality rates had been published at the conclusion of the study in 1973, it would have had the potential to change the trajectory of diet-heart research along with the federal food policy of an entire nation and most importantly, empowered individuals to make better informed decisions of what was in their own health interests.

However, that alternative reality would never exist. Instead, the vital health information was withheld from a public that continues to be told that meat is bad, vegetable oils are good, and low cholesterol is optimal for health. The carnage that has resulted and continues to this day as a result of this deceit is impossible to quantify, as are the number of diseases and illnesses that could have been averted and lives saved.

THE CENSORSHIP OF HERETICAL IDEAS AND THE LIMITING OF INFORMATION FOR which the broader public had access became increasingly prevalent in the 2010s, growing in both scope and power, and having accelerated through the collusion between technology industries with government authorities seeking to control the narrative.

Today's biggest proponents, enablers, and enforcers of censorship are the trillion-dollar tech monopolists: Google, Amazon, Facebook, and Apple. Under the guise of protecting the public from "misinformation," tech monopolists have allied with government authorities to censor, silence, and de-platform those with whom they allege to espouse dangerous heretical views that run counter to mainstream consensus. For example, in the midst of the COVID-19 respiratory virus, social media companies successfully censored opinions,[185] including data from health officials and

scientists purporting to show potential links between Vitamin D and Zinc, both of which are commonly found in red meat and whole milk, and their relation to positive health outcomes of those infected.[186]

Medical journals where scientific studies are published have devolved into high-brow, infomercial campaigns for the pharmaceutical industry that funds their existence.

In 2003, Richard Horton, editor-in-chief of *The Lancet* wrote, "The business climate for most modern medical journals, whether in the for-profit or nonprofit sector, is strongly pro-pharmaceutical industry. . . . In this environment, I know that it can be difficult for editors to raise questions about the ethics and marketing tactics of pharmaceutical companies."[187]

In one example, a study published in *The Lancet* in May 2020 claimed that hydroxychloroquine's use to treat COVID-19 was ineffective and led to "an increased risk of in-hospital mortality." After the results were published, trials testing hydroxychloroquine, a drug safely used for half a century, costs pennies, and which has been shown to be a potent inhibitor of COVID-19 infection, were shut down. It would later be revealed that the study had been fabricated.[188] *The Lancet* was forced to retract the article but not before a more expensive and profitable pharmaceutical alternative had been mainstreamed into the American public.

In 2021, it was taken a step further after the United States government delegated fiat funds toward the creation of an online propaganda effort employed to de-license doctors who conveyed "misinformation," which at the time had been been loosely defined as anything contrary to advice from the World Health Organization or the CDC. One of the CDC-funded groups, Shots Heard, labeled itself a "rapid-response digital cavalry dedicated to protecting the online safety of health care providers and practices." According to its website, Shots Heard has also been aligned with the Public Good Projects (PGP), a "public health nonprofit specializing in large-scale media monitoring programs, social and behavior change interventions."

Through the initiation of pressure campaigns, the groups have claimed responsibility for the suspension of doctors and medical professionals who failed to adequately endorse, or as was more prevalent, offered opinions contrary to the government solution of a population-wide mandatory injection of the Medical Industrial Complex's most recent product.

FOR ITS EFFORTS, THE CDC CORE PUBLIC HEALTH PROGRAM LEVEL WAS AWARDED

8.4 billion in fiat dollars for 2022. No new taxes needed to be raised to cover this expenditure. No explanation was offered on why the same McDonald's Big Mac that in 1970 cost 65 cents by 2022 would cost $5.93.

On August 15, 1971, the nation accepted the unspoken premise that it was authorities who were better suited to be in control of the money as opposed to the individual citizen who earned it. In adopting the 1980 *Dietary Guidelines for Americans*, the nation accepted the unspoken premise that it was the authorities who were better equipped to define what constituted healthy food, as opposed to the people who ate it. In 2021, the American people accepted the next natural evolution, this time in outsourcing their self-governance when it came to the medical decisions involving their own bodies.

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PART 3

How Bitcoin Fixes This

By 2023, America had lost its status as a leader on the world stage, losing both the economic and political clout that had once made it the preeminent superpower of the twentieth century.

The American economy between 1971 and 2023 was marked by periods of financial booms, busts, and a loss in the value of the United States dollar. Since the “Nixon Shock,” the money supply (M2) had grown by a remarkable number, from $228 billion in December 1971, to $2,1075.0 billion in February 2023.Gold coins existed but mainly as a collectible relic from a distant past. No one viewed the American dollar as a vehicle for savings. Everyone knew that today’s dollar would buy less tomorrow than it did the day before. “Cash is trash” had become the new mantra for investors who sought to offload the sinking dollar into tangible assets. In most parts of the country, a single dollar could no longer be used to buy a candy bar or bottle of water.

Following release of the 2021 Bureau of Labor Statistics data showing that the consumer price index of food, energy, goods, and services had spiked 6.8 percent, its fastest twelve-month acceleration in thirty-nine years, Federal Reserve Chairman Jerome Powell shrugged off the jump in prices as “transitory.” When inflation didn’t slow down as predicted, Powell explained his error to Congress as one of imprecise messaging.

“I think the term transitory has different meanings to different people. To many it carries a sense of short lived. We tend to use it to mean that it

won’t leave a permanent mark in the form of higher inflation. I think it’s probably a good time to retire that word and try to explain more clearly what we mean.”[189]

Following the 2023 collapses of Signature Bank and Silicon Valley Bank, and just days following the government’s takeover of First Republic Bank (which marked the second-largest bank failure in United States history), Powell stated, “The US banking system is sound and resilient.” Less than twelve hours later, trading in the shares of two more regional banks, Los Angeles-based PacWest and Arizona’s Western Alliance, had to be temporarily suspended.

IN 2023, CARBOHYDRATES WERE KING OF THE DINNER TABLE—AND LOTS OF THEM. An era of ultra-processed foods had arrived, replacing home-cooked meals in nearly all segments of the US population. When Americans ate less meat, they largely ate more poultry.

The overall health of citizens was worse, too, especially when it came to metabolic diseases associated with obesity. In 2022, 28.7 million people had been diagnosed with diabetes with another 8.5 million being afflicted but not yet knowing it.[190]

The explanation for the drastic decline in health over the past five decades: Americans were *still* eating too much red meat. Dr. Michael Orlich coauthored a 2019 study where it was found even eating a small amount of red meat can lead to an earlier death.

“Our findings give additional weight to the evidence already suggesting that eating red and processed meat may negatively impact health and life span,” wrote Orlich. The results would be published in the scientific journal *Nutrients* as part of the special issue, *Dietary Assessment in Nutritional Epidemiology: Public Health Implications for Promoting Lifelong Health.*

The research conducted was an uncontrolled observational study. The data had come from a questionnaire handed out to the participants and had no way to account for variable factors. The subjects of the study and the researchers who interpreted the results were all members of the Seventh-day Adventist Church. Funding for the study had been attained from the Ardmore Institute of Health, who had been a recipient of hundreds of thousands of dollars from the federal government and whose board of trustees were also members of the Adventist Church. The study spawned thousands of headlines appearing in news outlets across the world declaring

the results to be definitive proof that red meat was toxic for humans.

In spring 2023, America's largest city unfurled its plan to control the weather through its limiting of people's consumption of meat and dairy products. New York City Mayor Eric Adams, while standing next to a chef in a toque at a city hospital kitchen, vowed to residents that by reducing its consumption of meat, the city would reduce NYC's food-based emissions at agencies by 33 percent over the next seven years.

"We now have to talk about beef. And I don't know if people are really ready for this conversation," said Adams. Food is the third-biggest source of cities' emissions right after buildings and transportation. But all food is not created equal. The vast majority of food that is contributing to our emission crises lies in meat and dairy products."

Adams didn't mention the precise degree the earth's temperature should be changed to. Or how this new temperature would be beneficial to the planet. Or what the ideal planetary temperature should be. However, he made clear which group of New Yorkers would be carrying the burden for the weather: the children of the city's public school system.

New York City schools already had a policy in place to abstain from serving meat on Mondays and Fridays. In making the announcement, Adams made it known that Tuesdays, Wednesdays, and Thursdays would soon be on the chopping block. In the place of meat, students would be given a choice from an array of high-carbohydrate/high-sugar foods like cheesy garlic pizza, Trix cereal bars, and fat-free chocolate milk. The initiative received the full support of Kellogg, General Mills, and other eco-compassionate leaders of industry.

It would later be revealed that Adams, who has long claimed he was a vegan, in fact does eat meat.[191]

By 2023, a record low of 42 percent of US adults believed it to be likely that the youth of today would have a better standard of living than they did.[192] And for good reason. For the vast majority of the American population, their own financial, physical, and mental health had experienced a steep, downward trajectory.

For a shrinking middle class, basic needs had become increasingly difficult to fulfill. The sense of "possibility," once an inherent part of the

American Dream, had been replaced by the unmistakable feeling of dread as growing numbers of people had become conscious of the fact that the life they were born into was no longer their own, having been stripped away by some undefined predator at some undefined time and for some unknowable reason.

Against this backdrop, a new debate emerged over the proper role of government in the lives of the people. And with it, a potential solution.

On October 31, 2008, a new digital form of payment was proposed in a white paper posted to a cryptography mailing list titled *Bitcoin: A Peer-to-Peer Electronic Cash System*.[193] Authored under the alias Satoshi Nakamoto, the paper detailed methods of using a peer-to-peer network to generate what was described as "a system for electronic transactions without relying on trust."

On January 3 2009, the Bitcoin network came into existence through a process of mining, where new bitcoin transactions were confirmed through the solving of complex math problems, creating new coins in the process. The first coins were mined by Nakamoto, who earned a reward of fifty bitcoins. All Bitcoin movements were recorded on a digital ledger called blockchain, which recorded all transactions and was shared between all of its users.

Bitcoin is a decentralized currency, with protocol rules distributed and controlled by individual users. There is no central authority in charge, allowing for people to hold their Bitcoin and send it without anyone able to stop the sender or confiscate their coin. Further, a person can make Bitcoin transactions daily without having to go through a central bank, making it much more difficult for governments to capture.

Bitcoin takes the positive attributes of gold that made it a successful currency for thousands of years and improves upon them. Every year the supply of gold increases by 1 or 2 percent. The supply growth of Bitcoin grows by about 900 per day as of 2023, with the rate of growth under 1.8 percent (as of June 30, 2022). The rate of Bitcoin's growth will continue to decrease until eventually all 21 million coins have been successfully mined.

There will only ever be 21 million bitcoins, infinitely divisible, in the world. Bitcoin can never be inflated, making it the hardest money on earth.

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Chapter 14

How Bitcoin Fixes Economics

To understand Bitcoin as an antidote is to first acknowledge fiat currency as a poison.

Throughout history, humans have always gravitated toward the hardest currency and hunted the largest animal. The pervasive problems that have resulted from fifty years of money printing have stemmed from a decades-long attempt to circumvent the nature of humans.

The United States involvement in nutrition policy is not motivated by the health of the American people, concern for the environment, or even to uplift its corporate sponsors, but ultimately, to best conceal the theft made possible from the closure of the gold window.

In the government's campaign to alter perceptions of what constitutes as food, moving away from the traditional meats, cheeses, and eggs of our ancestors and into the modern diet of industrial products that can be mass produced, it has manipulated nutritional guidelines, systems of agriculture, and coopted anti-meat religious groups all to feed its own power. Not to empower the citizenry to consume the most nutrient dense food on the planet but to obfuscate the fact that they have expanded the money supply to enrich themselves at the expense of all others.

However, while fiat may have the power to temporarily alter

perceptions of truth, the bill that inevitably comes due from reality affords no such evasions.

Under a gold standard, the amount of money a ruling class was capable of seizing was limited to that in which its citizenry would tolerate through taxation. The technology of fiat offered authorities a new way of extrapolating wealth. Just as the Mongol Emperor Kublai Khan used pieces of paper he decreed by law to be money in order to redistribute large troves of treasure, artwork and gold from the people of his kingdom into his personal treasury, rulers of the modern American fiat system have overseen a similar, albeit , more efficient plunder.

In 1900, the American people held more gold in their personal possession, estimated to be well over 2,000 metric tons, than was in the entirety of the United States Treasury, which that same year was recorded as having owned 602 metric tons. However, by 2023, the script reversed, with the treasury in possession of the largest reserve of gold in the world, at 8,134 metric tons.

While no official tally is available on the private ownership of gold, the best estimates show the amount to be *substantially* lower.

However, unlike Khan, in most cases creating the American fiat dollar would be done without having to even go through the trouble of making fancy paper.

Ninety percent of all bills can’t be found on a physical plane, instead existing only on digital ledgers. Further, despite Nixon’s breaking with the Bretton Woods Agreement stipulating that the world’s currencies be pegged to a dollar redeemable at $35 for one ounce of fine troy gold, it still continues to maintain its status as a world currency. As a result, the US government has been able to extract the wealth of the entire world by allowing the United States to export a significant amount of its inflation to poorer countries, softening the blow for its own citizenry.

However, just as Khan’s system of fiat exploitation fell after levels of inflation rose to 80 percent, the dollar is following a similar trajectory.

By 2023, the entire world had become saturated with American currency and, as a result, one by one the economic dominoes began to fall. For the first time since the Bretton Woods Agreement had been shattered, efforts to remove the dollar from its position as the world’s reserve currency had begun in earnest. As of the fourth quarter of 2022, the dollar made up the lowest percentage of foreign reserves since 1995. In 2023, the Chinese

surpassed the dollar as the most traded currency in Russia. Later that year, China signed an agreement with Brazil to use the yuan for cross-border transactions and at the time of this writing, continues to be engaged in forming alliances around the world to settle oil deals in its own currency that had formerly been the exclusive domain of the dollar.

By April 2023, it had become clear that the dominance of the dollar was winding to an end. The question left standing . . . what will replace it?

A look back in the not-too-distant past shows a nearly incorruptible form of money that had been successfully used for thousands of years as both a store of value and medium of exchange: gold. Gold possesses the three essential qualities needed to serve as good money. It possesses hardness, with the world's supply only expanding on average between 1 to 2 percent a year, allowing it to hold value over time. It can be broken down into smaller pieces for purposes of trade that can be carried across space and is near impossible to destroy.

However, technological advances and global trade have exposed a fatal flaw in the ability of the precious metal to serve as a modern-day currency. As the world evolved from trade between neighboring villages to a bustling network of worldwide commerce, the expense, time, and effort required to make transactions on a global scale have exposed its susceptibility to centralization and seizure. Consequently, gold flowed out of the pockets and homes of private owners and into the vaults of government-run banks with the actual metal replaced by pieces of paper that served as mere promises of the gold.

The twentieth century has shown that once a nation's gold becomes centralized in the banking system, it is only a matter of time before confiscation follows.

American citizens who went to sleep on March 10, 1933, believing their dollars could be redeemed for gold at any time at their local bank as had been promised, woke up the next day to discover President Franklin Roosevelt had issued an executive order that had halted banks from allowing the people access to their money. Less than a month later, on April 5, 1933, President Franklin Roosevelt told Americans—in the form of Executive Order 6102—that their gold they had trusted to the bank had become the property of the federal government. Further, they would have less than a month to hand over any gold coins, bullion, and gold certificates that had not been banked. If a citizen refused, they would face up to ten

years in prison, a fine of $10,000, or both. The possession of gold would remain illegal in the United States for the next forty years.

In 1959, Australia outlawed the ownership of most forms of gold, demanding that all gold be remanded to the national government. In exchange, the government handed out paper currency.[194]

In 1966, the government of Great Britain limited gold ownership to a maximum per person limit of only four coins. However, British subjects were allowed to "apply" to Her Majesty's Treasury and perhaps be granted an exception, if they could offer a convincing enough explanation for why they *needed* to own more than the coins allotted.

Further, any call toward national unity, whether perceived or real, would often be enough to garner the critical mass needed to facilitate the redistribution of gold from the people to the ruling party. In 1935, after Italian dictator Benito Mussolini appealed to the patriotism of housewives, urging them to swap their gold wedding bands for steel rings, twenty-five tons of gold flowed off of fingers and into the dictator's treasury.[195]

Bitcoin would fix this.

A Bitcoin standard would end the theft, restore purchasing power and provide people a method to save for the future with a decentralized currency that was out of the reach of authority.

JUST AS FIAT'S ELASTICITY WORKS AS ITS MECHANISM THAT ENABLES IT TO implement a hidden tax through the confiscation of wealth on a society, it is the hardness feature of Bitcoin and its fixed supply of 21 million that allows it to be a vehicle for savings and growth.

An individual living in the year 1900 at a time when gold coins were in circulation could save $100 in coins in a tin can, bury them in their yard, only to dig them up ten years later with the expectation that their purchasing power would have increased over time. Contrarily, if a person attempted the same in the year 2000, instead using a $100 fiat bill, they would discover that in the decade of time, their money had *decreased* in value.

Further, in substituting a currency that grows in purchasing power for one that shrinks, fiat incentivizes that money be spent immediately and when it is of highest value. In turn, savings becomes cost prohibitive, creating a natural shift of time preference in the psychology of the populace.

In the past, people were incentivized to work and save money, accruing

it until they were able to afford a life of independence, and in time, pass off those savings to their offspring.

Fiat incentivizes debt, with each step of life being the accumulation of an increasingly larger negative balance, usually beginning with higher education, then through purchases of a house and a car until, in time, that debt is passed off to the next generation.

Like gold at the turn of the century, Bitcoin is a store of value that would not only reinstate the American citizens' ability to preserve their own wealth, but incentivize savings and as a consequence, revert the American psychology to one that once again places its emphasis on long-term thinking.

Bitcoin is akin to an advanced form of digital gold, except unlike the precious metal, it is beyond the grasp of ruling authorities' ability to seize it.

A popular saying in the Bitcoin community is, "not your keys, not your Bitcoin," which alludes to the fact the ownership of bitcoin can only be secured by securing the private keys.

Bitcoin can be held either through self-custody or custody by third parties. A Bitcoin wallet doesn't hold the actual bitcoin, but is a device or program used to send and receive Bitcoin akin to how a debit card can be used to access bank funds but doesn't hold the actual cash inside of its plastic. With a custodial wallet, a third party is trusted to secure and hold Bitcoin, much like a bank, a non-custodial wallet gives the individual control over their Bitcoin through generating a public-key-and-private-key pair needed to engage in any transactions.

Like a key is needed to get inside a safe, the same holds true for a non-custodial Bitcoin wallet. Only those with the private key, which is a series of numbers that can be memorized, stored, or written down, have the ability to access the corresponding Bitcoin. As a result, any attempt by ruling authorities to seize Bitcoin from a non-custodial wallet would be difficult, if not impossible. Unlike the confiscation of gold, which can occur efficiently through the centralized nature of the banking industry and related markets, the mass seizure of Bitcoin could only be done on an individual level and through the forceful extraction of the users' private keys.

Fiat places a ball and chain on the individual's ability to grow and flourish by progressively siphoning their productive labor, with the penalties it imposes only increasing in lockstep with the mental and

physical energies expended. Bitcoin is a technology that slices clean through that chain, ending the “masterly manipulation” and leaving in its place a tool for people to keep what they produce, save what they earn, and secure what they save.

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Chapter 15

How Bitcoin Ends Corporate Manipulation

Distortions in the American economic system imposed by the fiat money printer over the past fifty years have corrupted free trade in a way that has made corporate powers nearly indistinguishable in authority from government.

In the current fiat system, the goal of a business to achieve favored class status, and the financial and regulatory subsidization that has motivated it, has replaced winning over consumers as the most likely path to prosperity. As a result, the fiat system has created incentives for businesses to dedicate increasing amounts of time and capital to satisfying the requisite requirements demanded to be in the upper-tiered class system of favor, while making fewer resources available to the development of products and services desired by consumers.

The blatant power of the fiat printing press is seen in its manipulation of the food supply, where direct fiat currency handouts given to the Agro-Industrial Complex for the production of corn, sugar, and soy has led to the trio becoming the dominant ingredients found on nearly all supermarket shelves (as was discussed in Chapter 12: Fiat Health Effects). However, less

obvious are the financial levers pushed behind the scenes to ensure compliance.

By 2020, attaining the favored status essential to running any large business in America necessitated an appropriate amount of resources be delegated to the promotion of viewpoints deemed to be socially helpful by the ruling authorities. Whereas in China, a social credit system has been implemented to monitor and assess the trustworthiness of individuals and companies with a negative rating, resulting in individuals being shunned from society and banned from flights and trains. The American version of a social credit score, known as Environmental Social Governance (ESG), serves as a financial tool to ensure corporate compliance through approved beliefs, mantras, and platitudes, as well as actions. [196]

In earning a high ESG score, organizations put themselves at a competitive advantage through increased investment opportunities. In the past, the money managers and fiduciaries in charge of massive amounts of America's investments had been mandated to stick to financial concerns when making decisions on behalf of their client. A Biden-era policy change rewrote the guidelines to allow for the investment funds to be weaponized for political aims.

A new rule in 2020 permitting ESG investments broke ground in allowing—for the first time—that the fiduciaries who oversaw retirement accounts and investment assets "to consider the economic effects of climate change," "social justice," and other issues deemed advantageous to the federal government. As a result, to have full access to capital, business leaders have had to delegate valuable resources in effort of achieving a high ESG score, which was a calculation that gauged a company's compliance with authority.

The program, although only recently implemented, has already shown to be exceedingly successful in accomplishing its goals. The amount of professional money managed using ESG criteria, according to the US SIF Foundation's 2020 biennial *Report on US Sustainable and Impact Investing Trends*, has reached a total of $17.1 trillion, representing 33 percent of the $51.4 trillion in total US assets under the management of investment professionals.

Among the top priorities of ESG is the elimination of animal-based products from diet. In explaining the methodology of its scoring, a statement on the ESG website cautions companies under the subject line,

“reduce your consumption of meat,” stating the following:

> “One effective way to reduce your impact on the planet is to reduce your consumption of meat. Meat production is extremely resource-intensive, requiring significant amounts of land and water as well as large quantities of fertilizers and pesticides. Furthermore, livestock contributes to GHG emissions by releasing large amounts of methane into the atmosphere.”

The ESG scheme appears to have already paid large dividends for anti-meat crusaders. Sofía Condés, a senior investor outreach manager at the FAIRR Initiative, a government-funded group whose stated purpose is to raise “awareness of the ESG risks and opportunities brought about by livestock production” told the website *Investment Monitor* in a June 2022 interview, “Increasingly, investors are recognizing the financial material risks associated with the meat industry.”

As evidence of this shift, Condés claimed that FAIRR’s investor network has grown from $800 billion in assets under management in 2016 to $55 trillion in 2022. To replace the protein from red meat, insects have been proposed as healthy, environmentally friendly alternatives for business leaders who want to be ESG compliant. The United Nations’ Food and Agriculture Organization in recent years has been promoting insects for human consumption in a bid to feed the world’s growing population in “a more affordable and sustainable way.”[197] Further, a 2022 report by the UN’s Intergovernmental Panel on Climate Change found that “diversification into sustainable proteins such as plant-based, cellular, and insect products would enable the industry to reduce exposure to key risks.”

Industry has already gotten a jump on the environmentally sound, high--protein, low-carbon human diet. It has been estimated that between 1 trillion and 1.2 trillion insects are being raised on farms each year as a potential food supply. Among the group of experts serving on the advisory board for the United Nations is Tufts University’s Dariush Mozaffarian, [198]the industry-funded creator of the Tuft’s Food Compass, as well as lead researcher of the observational study that linked meat consumption to diabetes.

Bitcoin fixes this.

In the government favoring a select class of society and then allowing them to be able to borrow at lower interest rates and at a greater scale, they have in effect granted them the ability to mine gold at a minuscule fraction

of cost, awarding themselves a vast amount of wealth without barely picking up a shovel.

In a capitalist system of hard money, if a business proposes a rule they believe would make the world better and in time, it is revealed that in actuality the proposal made the world worse, only the business and the people who made the decision to attach themselves to it would be hurt by the mistake. However, large investment companies such as BlackRock, Vanguard, and State Street can continue to push ESG rules even when exposed as destructive and unpopular with the public because through fiat, they are effectively allowed to print money for free, permitting an end run around the negative response mechanism that would be inherent in a free market. Consequently, large corporate powers can continue to enforce their unpopular agendas because as a favored class with lower fiat interest rates, they have access to an unlimited amount of money through the inflationary theft of the citizens they claim to serve, allowing them to hijack other people's wealth in order to impose their own beliefs.

While the law of nature dictates that those in positions of authority will always be prone to crave increasing amounts of power over its people, regardless of the currency, by removing the fiat money printer and replacing it with the hardest currency on earth, authorities would be stripped of their ability to collude with corporate powers through their stealth redistributive inflationary plunder deployed under the cover of civility.

Bitcoin is the great equalizer that allows any person and any time to opt out of the fiat circus. To do this, one doesn't need to replace all of their fiat dollars with bitcoins, only the wealth they would prefer not to have been stolen.

In removing the fiat business model and the financial incentives attached to earning its favor, the world economy would see a steady stream of capital flow back into the investments that serve the marketplace of customers. As a result, under a Bitcoin standard, businesses would have to earn their money by providing goods and services that people desired, while the government would have to acquire its money through transparent taxation.

A Bitcoin standard would end "masterly manipulations" by shifting the power center from the corporate/political alliances that exist under fiat and placing the power back into the hands of the people, whose individual decisions—and not a magic fiat money tree—would be the determining

factor on whether a financial enterprise succeeds or fails.

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Chapter 16

How Bitcoin Fixes Government

The American system of government is broken, with three of its worst qualities: a proclivity for endless wars, cyclical economic hardships, and the rise of high-time preference politicians who are incentivized *against* thinking beyond the moment, having all been exacerbated through the implementation of fiat currency.

Since the advent of civilization, rulers have demonstrated a sadistic thirst for war and conquest.

It was this unquenchable desire for bloodshed by Great Britain in 1914 which first inspired economists to come up with the masterly manipulations that would grow into modern-day fiat. As a result, it is no coincidence that the twentieth century, the age of fiat, became the bloodiest in recorded history. As discussed in Chapter 1: John Maynard Keynes, modern-day fiat was created by the British Empire and soon adopted by other nations as a way to continue wars that no longer held the popular support of their people. While under a gold standard, a war could only last to the extent that a ruler had reserves of gold to fund the conflict. Through the printing of fiat currency, a war could continue until it drained not just the wealth of the ruler but also that of all its people.

It is not by coincidence that from the end of the Napoleonic Wars in

1815 to the beginning of World War I in 1914, the world would witness its longest period of relative peace while at the same period, nearly every civilized nation backed their currency by precious metals.

The United States illustrates the relationship between war and fiat currency. In America, from 1792 to 1862, the dollar was backed by a bimetallic system of both gold and silver while engaged in no major wars. In 1862, a brief but disastrous seventeen-year period of fiat had been initiated for the purposes of waging the American Civil War. By 1879, America was once again on a full gold standard, where all paper dollars could be redeemed by precious metal, which endured for the next fifty-four years (with the exception of a brief hiatus from 1917–1921 during World War 1).[199] In 1933, it was decided that only the dollars held at foreign banks were allowed to be exchanged, weakening the system but still providing a measure of restraint on the government's ability to print paper.

War would be among the reasons America severed its connection to gold in 1971. Fighting a war was costly, and political authorities needed to find a way to make more money if they were going to continue to maintain a presence in Vietnam. The alchemy inherent in fiat allowed wars to persist over longer durations and consume greater amounts of wealth, while imposing arguably less opportunity costs to its ruling regimes than at any time in history.

Not surprisingly, there is no nation that has been embroiled in more wars than the one that possesses the printing press for the world—the United States.

Once the fiat spigot had been permanently unleashed by President Richard Nixon, the years to follow saw the American empire print its way from one military conflict to another . . . and another . . . and another.

Not only would Nixon's fiat allow America to remain in the Vietnam War for four more years from 1971–1975, but once flipped on, the US war machine never turned back off. From 1979–1986, America engaged in proxy wars in Afghanistan and Nicaragua, as well as participating in conflicts in Lebanon, Grenada, and the Persian Gulf. From 1986–1989, America's military saw conflicts in the Persian Gulf and the Philippines as well as an occupation of Panama. In 1990, America entered into the first Gulf War with the Iraq War, where fighting continued until 1996. During that time, the United States also invaded Haiti and led the NATO bombing of Bosnia and Herzegovina. In 1998, America bombed Iraq and unleashed

missile strikes against Afghanistan and Sudan. In 1999, it was the Kosovo War. In 2001, America began the War on Terror, against a sprawling group of nations across the Middle East, which still persists to this day.

In 2022, America interjected itself in a border war between Russia and Ukraine. A leak of classified documents revealed that since at least 2021, the United States had been placing military troops on the ground. As in all of America's post-1971 conflicts, the proxy war with Russia would be funded through fiat with the United States creation of $76.8 billion that would be sent to Ukraine between January 24, 2022, and January 15, 2023. The United States had already spent the $5 trillion it had collected that year in taxes from its citizenry. No explanation was offered on why the same gallon of regular unleaded gasoline that in 1970 cost 36 cents by 2023 would cost $4.67.

Remarkably, there have been only five years out of the last fifty—1976, 1977, 1978, 1997, and 2000—when America has not been engaged in a war. The record makes clear that under American governance in the post-gold era, war isn't an avenue of last resort, but instead an integral feature of the fiat political system.

Fiat also wages a war on a nation's domestic stability, resulting in another defining characteristic of fiat: economic turbulence. Over the past fifty years, the American people have been forced to endure repeated periods of economic booms and busts, with the end result always being same: the increasing impoverishment of the vast majority of its citizenry, a shrinking of its middle class, and the further enrichment of those in positions of authority. However, during periods of boom, industrial powers benefit at a much higher rate and larger degree than the working class. During times of economic contraction, the full burden is carried by the American people, whose wealth is plundered through fiat to ensure that institutions of power continue to earn profits.

Examples of the corporate bailout cycle feature of a fiat economy are nearly as prevalent as war. In 1971, Lockheed, then the nation's largest defense contractor, was drowning in debt and on the verge of insolvency. In response, President Richard Nixon sent a bill titled, The Emergency Loan Guarantee Act to provide funds to "any major business enterprise in crisis," including a $250 million loan guarantee for Lockheed. Nixon's Treasury Secretary John Connally argued that the entire nation would suffer if

taxpayers didn’t come to the rescue, pointing to the faltering economy and worries about unemployment while testifying that “the time has come within the United States when we have to look at things differently. Free enterprise is just not all that free.” In August of the same year, Congress would pass the Act.

Admiral Hyman G. Rickover condemned the bill, telling reporters it represented “a new philosophy where we privatize profits and socialize losses.”[200] His words would prove prophetic—and it was only the beginning.

The next fifty years saw the philosophy of corporate bailout spread to nearly every section of the economy. While individuals and small businesses were allowed to go bankrupt as they continued to see their wealth decline, large corporations saw their balance sheets shoot up with the security of knowing that any profits earned could be saved, while any potential losses would be covered by the American taxpayer.

In 1974, irresponsible monetary policy brought Franklin National Bank to the point of insolvency, until it was handed $1.74 billion. In 1975, after the spending of New York City politicians drove it into a financial tailspin, President Gerald Ford signed the New York City Seasonal Financing Act, which released $2.3 billion to the city. In 1980, after years of building cars that the public didn’t want, Congress passed the Chrysler Loan Guarantee Act, which provided $1.5 billion in loans to rescue Chrysler from insolvency. In 1984, the Continental Illinois National Bank and Trust Company, then the nation’s eighth largest bank, suffered significant losses after it delegated capital to the purchase of risky loans. The FDIC and Federal Reserve covered the losses, handing them over a billion dollars. The list of bailouts continued, including the 1989 Savings and Loan scandal and the 2001 bailout of the airline industry, among innumerable others.

However, the redistribution of wealth into corporate coffers saw an escalation in the 2000s after the nation’s largest banks implemented a policy to solicit low-income families into accepting mortgages in excess of what they could afford. The system made sense to monetary scientists, who had assumed that since the values of houses would rise forever, any new debt would be paid off with future loans funded by the increased values of the homes. This assumption, of course, proved tragically wrong.

In 2008, the house of cards fell in a scheme that became known as the “subprime lending crisis.” However, instead of having to eat the losses that

had resulted from waging a transparently irrational bet that didn't pay off, large banks, financiers, and lending institutions saw their wealth and power soar to new heights with passage of the Troubled Asset Relief Program (TARP). The bill amounted to a $700 billion bailout for the financial sector. However, once it became apparent that the $700 billion wasn't going to be anywhere near enough to rescue every part of the financial sector who had participated in the heist, the Federal Reserve dug deeper still, manufacturing another *$7.77 trillion.*[201] The total amount of US paper currency in circulation in the entire world only amounted to $829 billion, according to the New York Fed.

However, the Federal Reserve insisted it was essential to the success of the program that all details of the largest redistribution of wealth in world history had to be kept completely secret from the American people. As a result, many of the basic details, such as how much money went to which institutions, remain unknown. Regardless, "too big to fail" remained a mainstream axiom of economic truth espoused by lawmakers, officials, political pundits, and intellectual thought leaders at universities worldwide.

As John Gutfreund, former CEO of Salomon Brothers would later remark, "It's laissez-faire until you get in deep shit."[202]

IN THE SAME WAY THAT ENDLESS WARS AND CORPORATE EMPOWERING ECONOMIC crises are both a natural offspring of fiat, so are the low-quality, high-time preference individuals the system attracts to positions of leadership. Under the American fiat system, political leaders are incentivized to think in the short term, knowing that in a democracy, they are replaceable and impermanent. Instead of providing for the long-term future of the governed, the incentive is to acquire as much wealth as possible during their brief time in political office. It is no coincidence that an overwhelming majority of leaders elected into political office emerge years later with a net wealth that has exceeded their salary as public servants. Aside from the numerous and well-documented cases of direct bribes and criminal actions by election officials, more common are the tangled webs of political kickbacks, which include highly paid speaking engagements, extravagant book deals, and plum corporate board positions. Or, as is the case of Former House Speaker Nancy Pelosi, having a spouse who just happens to be extremely knowledgeable in the stock market.

As a Congresswoman, Pelosi received an annual salary of $223,500.

However, by 2021 Pelosi's net worth was estimated to be $171.4 million.[203] The reason: her husband Paul Pelosi's company, Financial Leasing Services, has been highly successful in timing the markets with "his" investment choices.

Bitcoin fixes this.

If implemented, a Bitcoin standard would disincentivize wars, provide economic stability, and attract low-time preference politicians. Ruling authorities will always be empowered to sacrifice the lives of those they govern to their own benefit. However, in replacing the fiat money printer that serves as a vehicle to expropriate the wealth from the populace needed to fund the endless sieges, Bitcoin would cut off the economic lifeblood of war.

Under a Bitcoin system, any prolonged conflict could only be financed with the consent of the public through a form of direct taxation or the sale of war bonds. If the public rebels against taxes or refuses to purchase bonds, the ruling party desiring war would be forced to drain its own treasuries, providing a powerful incentive to avoid conflict.

Bitcoin would put an end to widespread economic turbulence by driving a stick into the spoke of the primary driver of monetary dysfunction, the fiat money printer, as the nation's money would shift from one that continuously hemorrhages value to one that, like gold, can be saved and, over time, rise in value. By allowing people the ability to grow their savings, the influx of resulting capital brought about under a system of hard money would usher in a new era of growth and innovation akin to what was seen under the previous gold standard in the late eighteenth and and early nineteenth centuries.

A Bitcoin standard would allow people to plan their lives without the fear and uncertainty resulting from the effects of fiat-inspired economic downturns. A currency used by people in trade makes up one half of every transaction. In fiat, each trade has a third party skimming a portion off the top of each transaction. As a result, any two parties engaged in a trade through fiat see a portion of the value transfer into the hands of authorities. Contrarily, when free individuals engage in trade using hard money as a medium of exchange, there is no value siphoned off, allowing for greater efficiency and in turn, economic growth and expansion.

National economic recessions are a mechanism of modern economic policy, not of free people exchanging goods and services. In choosing

Bitcoin, people effectively make the decision to opt out of the fiat system of boom-and-bust monetary cycles and opt-in to a hard money system of growth and stability.

Further, Bitcoin would attract low-time preference, high-quality individuals to seek public office. In removing the seemingly endless grift, payouts, and pay-to-play schemes inherent in the fiat political landscape, the incentives for power grabs and the accumulation of generational wealth would be significantly diminished. In its current state, elected officials spend a vast majority of their time debating which fiat pigs get to feed at which fiat troughs while a hard currency would force lawmakers to turn their focus on that which would replace the money printer as their paymasters: the American taxpayer.

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Chapter 17

How Bitcoin Fixes the American Diet

The American people are simultaneously experiencing a crisis of economics and health. The remarkable advances in technology seen over the last half century should have made life easier. Instead, the majority of Americans are poorer in terms of the food they can afford and sicker, as many continue to trudge through a sedentary, slave-like existence that would have been unrecognizable to their ancestors.

The effects of a high-carbohydrate diet had been well known by the scientific establishment since the 1970s, with ample evidence existing far earlier. Still, this information, which has now been supported by multiple clinical trials, was withheld from the general public.

Why?

In an effort to hide their theft and obscure the cause and effect of money printing, the US government has been pushing increasingly cheaper alternatives on everything from the kinds of energy sources we use that fuel our cars, to the type of materials we use to build our homes. However, nowhere has this sleight of hand caused more damage than in mainstream, dietary guidelines.

In pushing cheaper alternatives to meat in the form of mass-produced grain and sugar-based food substitutes, obesity has skyrocketed as quality of life has plummeted. This begins at birth, when the mothers of newborn babies are handed low-fat, seed oil-laden baby formulas free of charge, then throughout adolescence, where the public school system has systematically eliminated whole milk and dramatically reduced meat in lieu of an addictive and metabolically destructive diet based on grains and sugars. Each step in the life of a citizen growing up in the United States has them eating foods that fail to satisfy the needs of their bodies, with the result being a constant state of hunger as people find themselves in an endless search for the nutrients needed to function, much less thrive. Although in the past, obesity was a sign of over-abundance and wealth, in the inverse reality created by fiat, obesity has become an unmistakable sign of a form of poverty, not of the state of an individual's finances but of their body.

Of all human tragedy, few are more horrific than the untapped potential that lies dormant in the fat, flabby body and foggy mind. Physical health, mental well-being, and the ability for productive labor and creative art are all intrinsically tied to the ability to live without sickness and to think with clarity. The American population, by any measure, is sick. Consequently, as each generation passes, increasing amounts of societal gifts that might have been realized under conditions of health, instead, will never come into existence, sharing an early grave dug by its fiat host.

It has widely been recognized that the golden age of invention was the late nineteenth and early twentieth centuries, when under the gold standard, America became the world's preeminent industrial nation.

Thomas Edison, Nikola Tesla, Alexander Graham Bell, and countless others were working on new innovations, filing patents, and testing out ideas as in no other time in American history.

American authorities may state that this current age is one of unprecedented technological breakthroughs. In reality, and with very few exceptions, much of what is believed to be innovations today are layered upon the foundational work that had already been thought into existence by minds from a bygone era. Increasingly rare are the entirely new concepts that had been prevalent up to the early twentieth century.

Fiat foods create fiat minds that enslave the human body to a revolving state of addiction, lethargy, and depression. Would the Wright Brothers have had the vision, skill, and initiative to expand their bicycle business to

venture boldly and defy all established authority under the belief that man could fly while on a steady diet of SnackWell cookies and Cheese Puffs? Would Henry Ford's Model T ever make it to the assembly line after having spent ages five through seventeen mired on the public education diet of Lucky Charms Cereal Bars washed down with cartons of low-fat, high-sugar strawberry milk?

While it is impossible to ever know the answer to these questions, it wouldn't be a stretch to conclude that if fiat foods had been imposed a century earlier, the world of today would be a vastly lesser place.

Bitcoin fixes this.

Bitcoin would end the fifty-year gaslighting campaign propagated by the American government by stomping out its primary motivation: the need to obscure the inflationary theft of its citizenry. In implementing a currency that can't expand, food that is fit for humans would be affordable and within reach for the vast amount of the public, placing meat and animal products back at the center at the American dinner table.

In the absence of fiat, reality would reassert itself.

There is no single food on earth more natural, satiating, and nutrient-dense for the human body than red meat. The consumption of a single ribeye steak releases all the nutrients needed for the body to perform its tasks at a high level and as a result, turn the dial down to zero on hunger, curbing the desire to overeat. Just as the introduction of fiat and its corresponding shift to a cheaper, more industrialized food supply had negative consequences in nearly every meaningful measure of American life, the trickle-down effects from the overall increase resulting from a more affordable meat supply and its corresponding consumption would have an immeasurably positive effect.

No traditional society has ever lived as vegans. For a person to deny meat is to reject human nature.

It was meat-eating that enabled the brains of our prehuman ancestors to grow dramatically over a period of a few million years.[204] A human possesses exceptionally large, neuron-rich brains for their body size. Contrarily gorillas, who rely on a raw, vegan diet, which is devoid of animal protein are three times the size of humans but possess smaller brains with significantly fewer neurons. Chimpanzees, humans' closest living ancestors, receive only about 5 percent of their calories from meat, while other apes share in diets dominated by fruits, vegetables, and other plant

materials. As a result, apes spend much of their waking hours in search of enough plants to provide the amount of energy needed to support their large bodies, not unlike the modern-day fiat humans who spend their waking hours grazing from one plant-based product to another in a perpetual state of hunger that's engineered to maximize profitability for the agribusiness and pharmaceutical mafias.

Further, research shows that a high-carbohydrate diet, which causes the stomach to expand in size, does so at the expense of the brain. A study from the United Kingdom found that people who were obese and had a high measure of belly fat had smaller brains in comparison to people who measured at a healthy weight.[205]

In a Bitcoin standard, corporate handouts used to manipulate the food policy, like war, would dry up as a result of the revenue instead needing to be acquired through the direct taxation of its citizenry and in turn, leave elected political actors exposed to the judgments of their voters.

The resulting political opportunity cost would put an end to the flow of agro-industrial subsidies funneled to the corn, soy, and sugar industries along with the outsized roles they have had in manipulating our diets through artificially low, fiat-subsidized prices.

Similarly, research departments that for decades have served as tools of propaganda to condition the populace to ignore their natural state of existence will find their funding diminished or cut off.

Under a Bitcoin standard, meat would become more accessible and affordable, while mass-produced industrial foods, in losing their subsidies and propaganda funding, would be an increasingly less appealing option. In stripping away the incentives and nutritional smokescreens that for fifty years have led people to eat industrially processed trash, while increasing the availability of the food most beneficial to the human race—meat — Bitcoin would facilitate a return to the natural human state of physical and mental health.

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204 Wanjek, Christopher Wanjek. "Meat, Cooked Foods Needed for Early Human Brain. Web. *Live Science.* 19. 11. 2012.

205 Rettner, Rachael. "There's a Link Between the Size of Your Belly and the Size of Your Brain." *Live Science.* Web. 9. 1. 2019.

Chapter 18

How Bitcoin Preserves Human Autonomy

The widespread censorship and top-down controls exerted by ruling authorities over the flow of information has had a dehumanizing effect on its people. A human being is the most unique of all the creatures on earth in that its most important tool for survival isn't instinct, physical prowess, or sharp claws but their reasoning mind. Animals like mountain lions or black bears possess tools that allow them to channel their instincts to defend themselves against predators and hunt for food in the wilderness to maintain their survival. In the plant kingdom, survival is automatic, within the nature of each specific organism. A violet will always grow toward the sun. There exists no choice.

A human being's main tool of survival isn't his teeth, speed, or physical strength, but the ability to integrate data acquired through their sensory perceptions, which can then be processed in the mind through reason into the concepts that precede choice. It is the direction of this choice that determines not only *if* a human survives, but almost as importantly *how*.

Only through nearly a century of a long cycle of propaganda (help the war effort/don't eat meat), irrational guilt (eating meat is a sin and kills the

planet), and misinformation (eating meat makes you sick/eating mass-produced industrial plant products makes you healthy), have the appointed leaders of thought been able to successfully condition the public to deviate from their nature through subjugating their own reason to the judgment of others.

Few, if any, decisions are more consequential to human life than what we choose to consume, both in terms of information and subsistence. In the case of food, as in all matters of human decision-making, the one is intertwined closely with the other.

In computer science, the term “garbage in, garbage out” is the concept that flawed or nonsensical input data produces flawed outputs. In other words, what comes out can only be as accurate as the information that goes in. This same principle can be applied to the human mind.

In successfully recasting the narrative around health, authorities have pitted the most natural of human instincts—the urge to eat healthy red meat—against a reasoning mind struggling to make sense out of endless layers of false data points, consequently, corrupting the perceptions needed for the mind to integrate and for the body to act and in turn, destroying the ability of the individual to shape the circumstances that dictate the fate of their own existence.

In the widespread acceptance of authority as the final arbiter of what constitutes food, this infantilization of the citizenry is taken to a new level, further exasperating a societal-wide loss in the ability to think long term.

Further, in starting life on the modern American diet of high-sugar, carbohydrates, and chemical additives, as has been the case with children who grew up in the early ’80s and later, the capacity to achieve the level of critical thinking needed to see through the propaganda has been diminished, as food addiction accompanied by cognitive decline has often set in before the brain has had the chance to reach its full maturity.

The impact on the physical health of Americans is obvious, as anyone who has stood in line at Walmart can attest. Not as easily recognizable are the disastrous consequences this removal of accountability has had on human psychology, affecting how people think, feel, and act.

In separating actions from consequences and as a result, isolating the mind from reality, the very conceptual framework that has allowed the species to survive has been undermined. Consequently, because the concepts we believe to be true are often at odds with the reality we live in, a

malfunctioning of the reasoning mind is the result as it tries to reconcile the layers of contradiction, the results of which can be seen in the increasing number of people seeking treatment for depression.

It is no coincidence that since the 1970s, the use of antidepressants has more than doubled. In 2022, 83.4 million antidepressant drug items were prescribed, marking the sixth year in a row there has been an increase in both patients and prescriptions. A 2023 survey from the CDC has estimated that more than one out of eight Americans over eighteen have taken an antidepressant.

However, even those electing not to take antidepressants are not without exposure, as research shows 80 percent of the pills swallowed can't be broken down inside of the body with the active chemicals and are instead recycled back into the drinking water supply due to sewage treatment plants inability to filter them out.[206]In a study at the University of Idaho, fathead minnows were placed in water spiked with a combination of antidepressants, akin to that of American tap water. After swimming in the contaminated water for eighteen days, the minnows were found to exhibit 324 genetic alterations associated with human neurological disorders, including autism.[207]

More relevantly to humans, a study exploring the behavior of aquatic organisms that have been exposed to concentrations of antidepressant compounds have shown that the fish have delayed response times, resulting in them exiting dangerous situations at a slower pace. In effect, the entirety of the American population may be on antidepressants, the only question remaining is, to what extent?

The government has long worked under the assumption that through its money printer, it can provide an infinite amount of resources akin to the properties of Aladdin's lamp, giving it the magical ability to create whichever illusion best serves its needs.

Bitcoin fixes this.

Bitcoin is the most important technology for liberalism, individual freedom, sovereignty, and living as a human being in a civilized society. In a society that doesn't respect property rights, individuals lose the incentive to invest in a future in which they can't be certain who will be the ultimate benefactor of their labor. In a system in which rights are adhered to and an individual has certainty that the land they own belongs to them, an incentive exists to invest long term. This same principle extends, but to an even

greater measure, to the money one earns through their productive labor.

In a system of fiat, true ownership over one's currency is impossible. A person can possess a physical fiat paper dollar bill. However, in knowing that at any moment an unelected cabal of politicians and bankers can exercise the power to debase that same piece of paper at their whim and without warning, an individual has no ownership over the *value* of the paper currency, as a result of their own personhood through their labor. Consequently, in fiat, ownership of one's money is rendered nothing more than a slogan.

Bitcoin is a software for reimposing reality. When the government is no longer able to print the vast sums of money needed to fund its campaigns of influence to alter the facts of existence in effort to perpetuate the fiat system that has enabled the theft of its people's resources, the result will be the reassertion of the natural order.

For decades, fiat has been a tool of authorities to redistribute the productive energy of its working citizens to grifters, warmongers, religious zealots, and corporate opportunists. The evidence of its effects are available for all to see in the state of economic and physical health of its people.

Bitcoin would cut out the intermediaries looking to exploit the work of others through increases in the money supply and provide a mechanism by which the efforts of one's labor will be returned back to the individuals who produced it.

Bitcoin is the opportunity to reverse the current course, in stripping away the power from authorities, and returning it to the individual. In doing so, Bitcoin will equip each person with the basic tools to reach their highest potential in both their own finances and health.

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206 Harvey, Matt. "Your tap water is probably laced with antidepressants." *Salon.* Web. 14. 3. 2013.
207 Harvey, Matt. "Your tap water is probably laced with antidepressants." *Salon.* Web. 14. 3. 2013.

Chapter 19

Discovering Fiat Food

by Saifedean Ammous

In 2004, I moved to the United States to study for a PhD in Columbia University in New York City. As a young, healthy man, I rarely gave much thought to what I ate, and so I naturally ate the industrial waste the locals called food. I soon gained weight, growing a belly and sprouting several chins. I mostly rationalized it away as an insignificant, barely-noticeable change, something I would be able correct once I joined a gym, which was perennially imminent, as soon as I cleared up whatever was currently making me extra busy.

As time went by, it continued to get harder to ignore and normalize the weight gain. I was unfit and usually felt bloated and tired. Going to the gym was unpleasant and exhausting. I started experiencing strong thirst, which I found could be a symptom of diabetes. Then one day, while taking a seat on the New York subway, I accidentally bumped my backside into the man in the seat next to me.

"I'm sorry," I said.

Unamused, the man calmly responded, "Your ass is bigger than you think."

While I was surprised at the forthright response, I accepted that the gentleman had a good point. My ass was indeed much bigger than I had

fooled myself into thinking, as my ever-expanding waistline could testify. I owe that stranger on the subway an eternal debt of gratitude, and if he somehow is reading this book, I hope he gets in touch! His fat-shaming was one of the best things that ever happened to me.

Snapping out of delusional complacency and admitting there was a problem was the first step to recovering from obesity and becoming healthy. But what should I do about it? The mantra I had learned from TV and university is to eat less and move more. I tried to reduce my portions and made an effort to get back to playing soccer. In January 2008, I played for the first time in years, but aggravated an old ankle injury and required surgery for it. Exercise was no longer possible during recovery, and cutting down on portions was not really working.

Around that time, at a lunch with two acquaintances, the restaurant brought a tray of bread to share before the food was served. One of the acquaintances said he had quit bread and lost a lot of weight. He had started reading about how bad carbohydrates were. This piqued my curiosity. I started reducing the most obvious excesses of carbohydrates I was consuming: bread before meals and soft drinks. I noticed a marked and quick improvement. Not only did I lose weight, I also felt a lot less bloated and more energetic. Impressed by the results, I started reading more about low-carb diets. I had no idea of the shocking, amazing, and life-altering results I would come across as I went down that rabbit hole.

I came across the work of Art de Vany and was highly persuaded by his evolutionary arguments in favor of reducing carbohydrates. I followed various low-carb diet advocates online, and the more I learned about carbohydrates, the less I wanted to eat them. The better I felt, the more I learned about them, in a seemingly endless spiralling of my life into control, with my health, strength, and psychology improving. By 2011 and 2012, I was astonished at what my body was capable of doing, things I could never dream of achieving when I was in my early twenties, even before American food made me fat.

Helping me along my journey in understanding nutrition was my experience with understanding economics, both in terms of understanding the economics of food and in terms of understanding the realities of academic research, how unreliable it was, and its sources of bias. Having already studied economics at graduate level, I had arrived at the conclusion that academic economics as it exists in the modern university is largely a

series of elaborate sophisticated nonsense concocted to justify, prolong, and glorify central banking and monetary inflation. I had seen how academic research in economics can be completely corrupted to produce the outcomes required by the government funding the research. It was entirely conceivable for me, from the beginning, that academic research in nutrition could also be corrupt.

Realizing how important monetary inflation is to the modern scientific method of concluding whatever is best as an excuse for money printing also prepared me to understand the logic of nutrition research very quickly. It was not difficult to see that the meat, eggs, butter, and animal fats which modern nutritionists vilified were valuable foods whose prices were quite responsive to increases in the money supply. It was very easy to see the connection here. Inflation makes animal products more expensive, but heavy industrial processing allows for reductions in the cost of plant foods. It is awfully convenient and curious that dietary recommendations, financed by fiat inflation, conclude that you should eat the foods that understate the extent of fiat inflation.

Modern nutrition authorities, as discussed in this book, insist on eating a "balanced" diet with moderate amounts of all the essential food groups, which meant between six and eleven portions of starches and grains in a day. As they assault you with their propaganda and marketing talking points to get you to eat the industrial waste of their sponsors, being able to remember that they come from the same corrupt academic institutions that produced Keynesian economics is extremely helpful in ignoring their noise and continuing to reduce carbohydrates. The more I persisted with ignoring academia's PSYOPS (psychological operations), the healthier I became, and the more convinced I was that ignoring academia was infinitely superior to taking it seriously. Reading about the despicable conscience-free criminal scum that populated nutrition departments like Harvard, and how they got rich promoting the foods that made millions fat and sick was also enormously helpful to ignoring nutrition pseudoscience.

Most startling for me, however, was the growing movement of people worldwide taking charge of their own health, ignoring nutrition scientists' criminal pseudoscience, and witnessing great health improvements. Had nutrition science been any less despicable than a murderous criminal racket, it would have taken note of the millions of people whose lives were improved, and the growing online communities of normal people helping

each other discover the dietary route to health through the actual scientific method of experimenting and testing hypotheses. Had nutritionists just been innocent honest morons who chanced upon their idiotic scientific conclusions, it would have taken one recorded case of a person reversing obesity or diabetes to force every honest nutritionist to revise all his theories. Instead, fat nutritionists and doctors offered these people little more than sanctimonious hectoring, moronic sarcasm, and credentialism.

“It’s just another n=1!” shout the nutritionists and doctors, completely oblivious to the fact that all it takes is one contradictory observation to overrule any theory, no matter the credentials of its purveyors.

It was liberating to realize that nutrition science is not just wrong, useless, unscientific nonsense, but a deliberate and systematic decades-long flood of agribusiness marketing material tailored to profit from you. By ignoring these glorified junk food advertisements, one could actually be scientific about food. Contrary to modern propaganda, science is not a set of indisputable proclamations issued from infallible authority through fiat-funded journals. Science refers to the method of answering questions by proposing testable hypotheses and testing them. Reading the latest pharma marketing material on PubMed does not constitute scientific research. Even if these studies claim to conduct scientific studies, the ways in which the results of these experiments can be manipulated to produce the desired outcomes are infinite and enough to render reading the resulting studies an exercise in trusting the authority of the authors and their sponsors.

Rather than read industry-funded journal articles, I decided to do the actually scientific thing and experiment on myself and listen to the experiments of others. Thanks to social media and the ability of food eaters to communicate with each other directly without having to go through the intermediary of fiat authority, anyone with an internet connection can learn the results of experiments far more scientifically valid than anything Harvard and its junk food sponsors could ever produce. The growth of Facebook groups and the accounts of diet influencers has allowed for an explosion of real learning about the impacts of various health interventions. Listening to a group of strangers from all over the world agree with each other on Facebook that eating a specific food was causing them a specific symptom was pretty compelling evidence to attempt to experiment with stopping that food and seeing the impact on my own body.

By the year 2015, using this skeptical and scientific approach, I had

abandoned heavily processed foods, grains, sugary drinks, seed oils, and many other staples. My diet consisted of red and white meats, fish, and a few vegetables and fruits. I spent less and less time paying attention to research and more time listening to people experimenting on the internet, and it was at this point that I came across zerocarbzen.com, which felt like being hit in the head with a brick. The owner of the website and hundreds of others in her online community eat nothing but meat and drink nothing but water. No debating about macros, no counting calories, no agonizing about how to prepare and process plants to reduce their damage, no elaborate meal plans, nothing. Whenever they felt hungry, they just ate as much fatty meat as they need to be completely satiated. It seemed so absurd, yet also inevitable. For seven years, I had continued to feel better the fewer carbohydrates I ate, why wouldn't eliminating all carbohydrates not be optimal? We were taught that carbohydrates are an essential food group, but that information came from the same people who need you to eat their industrial waste, and who told us six to eleven rations of starches a day is optimal.

Getting to know the nascent world of internet carnivores was an astonishing and mind-altering experience. Esmée Le Fleur's zerocarbzen.com had dozens of testimonials of normal people from all of the world who had reversed seemingly incurable health conditions by eating fatty red meat only. As I joined Esmée's Facebook group, Principia Carnivora, I came across so many fascinating stories. I read about the Anderson family, whose matron, Charlene, had a severe case of Lyme disease and spent many months trying to figure out which foods made her feel worse, finally eliminating all plant foods and eating only meat. She and her husband and two boys ate nothing but fatty ribeyes every day. Kelly Hogan reversed her infertility and lost 120 pounds by eating meat only. L. Amber O'Hearn is a mathematician, cognitive psychologist and computational linguist who has been experimenting with low-carb, ketogenic diets since 1997, and eating carnivore since 2009. She wrote an excellent article and guide to beginning a carnivore diet. Dr. Georgia Ede had written extremely informative blogposts on the damage that plant foods can do, and why toxins in plant foods are part of their evolutionary defensive strategy.

Vilhjalmur Stefansson was a polar explorer who lived with the Eskimo on a carnivorous diet in the early twentieth century. When he returned and

reported on his unusual diet, doctors in New York placed him and his colleague on a meat-only diet for an entire year to study the effect of the diet and found no harmful impacts of it. Shawn Baker is a fifty-seven-year-old orthopedic surgeon and elite athlete who has been breaking world records in rowing since going carnivore seven years ago. He confounds gym rats who have been told for decades they need to eat carbohydrates for optimum performance.

Most fascinating of all was probably Stanley “The Bear” Owsley, the infamous audio engineer of The Grateful Dead, who also dabbled in the clandestine chemistry of mass manufacture of LSD. In 2006, he started a thread on the active low-carber forums about his carnivore diet, which he had been following for forty-seven years and continued to follow until his death in 2011 from a car accident, at age seventy-six, for a total of fifty-two years on a carnivore diet. Reading biology and chemistry in university libraries in the 1960s, The Bear had arrived at the unshakable conviction that an all-meat diet is the ideal human diet. With astonishingly vast erudition, he wrote many pages of extremely compelling arguments for his views.

All of these resources, and many more, are curated on justmeat.co, an excellent resource set up by my good friend Michael Goldstein. There is an enormous amount of learning and entertainment to be had from reading the resources listed on that page and from following the social media accounts of the carnivores. The details, rationales, and personal stories are all fascinating. But what is most striking about all these stories is how similar they all are when it comes to their takeaway message: eat fatty red meat when you’re hungry; eat until you can’t eat anymore, not just until you’re not hungry; don’t eat any plant food.

Armed with this new knowledge, the time for scientific experimentation came. On October 1, 2015, I began a zero-carb diet experiment, intending to try it out for one month. The extent of improvement in my health, mentality, and athletic ability was absolutely astonishing. By age thirty-six, I was in better shape than in my early thirties eating low carbs or my early twenties when I ate garbage.

The month has now dragged on for eight years, and I see no good reason to ever eat a plant again.

If you were to ask me to justify my carnivore diet with scientific theories, I could present several compelling theories, drawing on the work

of many scientists old and new. Insulin resistance is arguably the main driver of most diseases of the world today. All plant foods contain carbohydrates that spike insulin, and eating fatty meat alone will eliminate these spikes completely. I could also present compelling evidence to support the contention that paleolithic man only ate meat, and that the move to eating plants came much later and has caused the stunting of human stature and intellect and the proliferation of modern diseases. I could also present plenty of compelling evidence to the toxic content of plant foods, the damages they cause, and the difficulty humans have with digesting these plants. I could also point to the incredibly high density of nutrients in red meat and compare it to plants' measly nutritious content, which gets decimated by processing. Rather than subject your digestive system to consuming large quantities of plant matter with little nutrients, why not outsource the digestion to your local ruminant animal, which is essentially a giant, external digestive system—an organism optimized for extracting nutrients from low-nutrient-density plants with high amounts of indigestible matter. A cow spends its entire day eating and defecating, turning largely indigestible matter into very easily digestible and high-nutrient-density delicious meat.

But in all honesty, none of these is my motivation for eating a carnivore diet. My reason is far simpler and far more scientifically solid: I have tried eating only meat for a month, and I know that the improvements in my health and mentality are worth more to me than any fleeting joy I can get from any plant food.

I have tried to introduce various plant-foods since going carnivore and not a single one of them made me feel better or offered me any discernible benefits. On the contrary, every single time I ingested a plant food I felt worse afterward. My digestion didn't feel right for a few days. My eyesight felt a little weaker. My old ankle injury acted up. None of these symptoms was debilitating or causing major discomfort, but I could see how persisting with eating these foods would cause them to become increasingly serious.

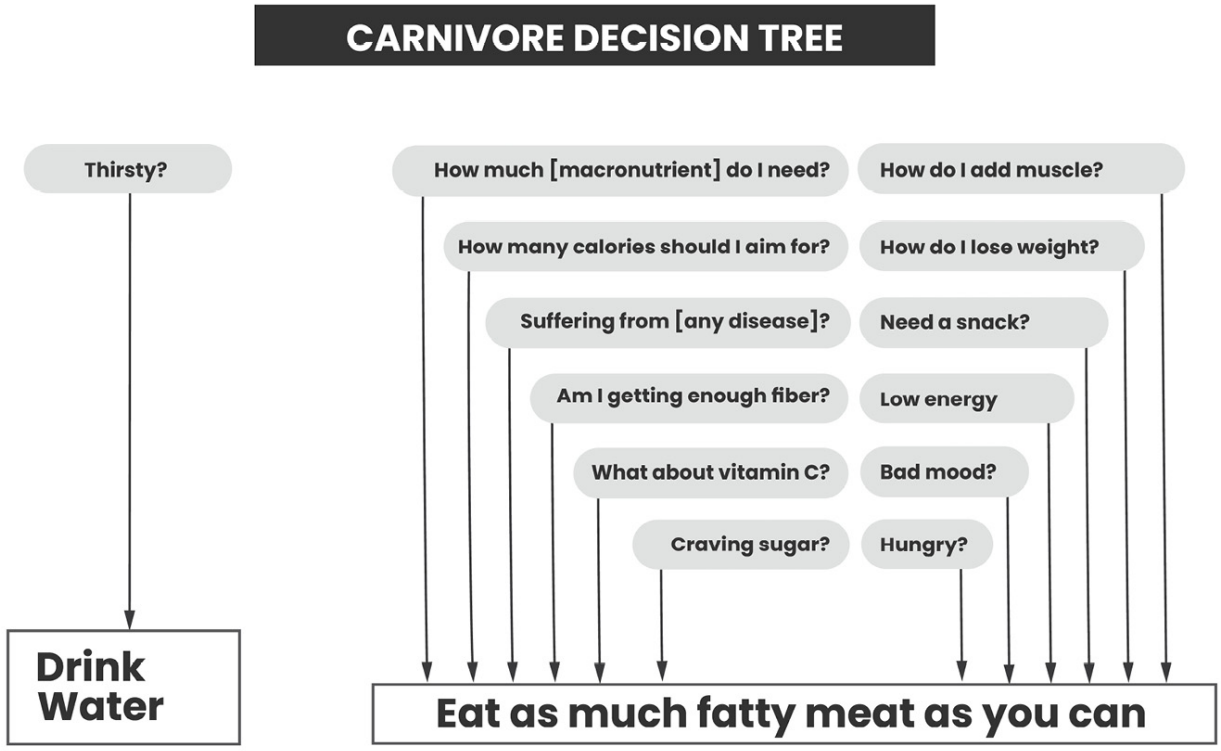
And perhaps most importantly, I eat only meat because I realize that the simple carnivore formula of eating only fatty red meat is the most reliable way to defeat cravings for the harmful industrial foods that the entire fiat world wants you to consume. Nothing else comes close because nothing else eliminates all sugars completely. Since all other diet plans will include the introduction of some amount of sugar, it leaves you having to summon

enormous amounts of willpower all day every day to defeat the powerful cravings. Abstinence is a lot easier than moderation when it comes to addictive drugs, since moderation entails indulging the drug habit and hoping to keep it at bay. By shifting your metabolism to run completely on animal fats, you never trigger the cravings in the first place.

While eating a carnivore diet is likely physiologically easier than eating a low-carb diet because you never trigger sugar cravings in the first place, it is much more difficult socially. When you just try to go for a month without eating any plants, you are first confronted by the shocking realization of just how much of modern society revolves around the consumption of plants. Sugary treats, birthday cakes, drinks, coffee, popcorn at the movies, beers with the game, and so on and on. People will find it very difficult to accept that you refuse to participate in the food rituals they cherish, and they will try to pressure you. Fiat food producers and their marketing departments in modern universities are entirely reliant on you consuming their garbage products, and they go to very impressive lengths to try to get you to do so. You will be inundated with advertisements for plant foods in every shape and form, and you will be concern trolled relentlessly: so many people will express really strong concern for your health on a carnivore diet, most of whom would never bat an eyelid if they saw you eating garbage all day.

The amount of arguments that sugar addicts present for their sugar addiction is endless. The rationalizations for eating their particular brand of insulin spiking plant matter are legion. You could spend an eternity online arguing with plant enthusiasts, but one of the beautiful things about eating a carnivore diet is that it helps you regulate your emotions and frees you from the need for validation. While I’ve tried introducing some plant foods occasionally to test the hypothesis of their advocates, I have never felt better than when eating nothing but meat.

There will always be new studies and press releases explaining why you should incorporate this or that plant into your diet, but for me, I have decided to go with the wisdom of internet carnivores instead, which is handily summarized in the following decision tree, distilling years of reading online arguments and testimonials.



Rather than engage in arguments to attempt to convince the reader of the scientific rationales for eating fatty red meat, I will focus the next chapter on explaining how to maximize the quality and quantity of fatty red meat you eat. My very scientific position is that nothing will inform you as much about what your body needs as experimenting with your own body, and this particular experiment is enormously delicious fun because it’s all about eating meat!

Chapter 20

Defeating Fiat Food

By Saifedean Ammous

My conclusion from years of experimenting on myself and reading the experiments of others online is that the more fatty red meat you eat, the healthier you are and the fuller and more satisfied you feel. Getting enough fatty red meat every day will change you as a human being, to make you an unrecognizable superior version of yourself. Your energy levels will be high consistently, all day long. You can perform strenuous physical activity whenever you want to. You are full and satisfied and not thinking about food all the time. You need one or two large meals of red meat a day, and then you don't even think about food for the rest of the day. You can easily go twenty-four hours without food. Most significantly, your desire for heavily processed, low-nutrition food disappears.

If, on the other hand, you do not eat enough red meat, you will be constantly hungry and constantly requiring hits of sugar to keep you going. This makes you a perfect customer for big food companies, who have used all their exceptionally good research and marketing to figure out that the best way to get you to keep eating their garbage is to keep you hungry by preventing you from eating meat.

The food industry benefits enormously from a population of highly

malnourished people because these people need to constantly snack on heavily processed foods, and they have become exceptionally good at promoting their poisons and vilifying red meat, in all the major fiat propaganda outlets like movies, universities, and TV. Pharmaceutical companies also profit enormously from having a population of malnourished sick people constantly stuffing themselves full of addictive junk food because it generates a lot of business for them. So, together, governments, large food conglomerates, and the pharmaceutical industry all have it in their best interest for people to keep eating garbage. The fiat cartel banks are also big fans of this arrangement because feeding people poison and managing their sicknesses is a gigantic industry, probably worth around half of the GDP of the United States, and it allows for the creation of endless fake fiat money. When you understand this, you can see that everything you learn about food at school, universities, newspapers, TV, and movies are meant to make you normalize eating garbage and getting sick and to stop you from eating real food and being healthy. The “food pyramid’ is a criminal lie to normalize the idea of six to eleven portions of heavily processed poisonous grains daily and villainize meat. The ideas of “balanced diet” and “moderation” are also criminal scams meant to make you normalize the eating of highly addictive drug-foods in small quantities.

Balanced diet is very transparent PSYOP propaganda. The balanced diet lie rests on the idea that there is a divinely ordained correct quantity of each substance, which humans need to consume. But that’s not true. What defines balance? How much is too little or too much of any particular group? How much alcohol, cow feed, grass, cocaine, heroin, and rat meat should a balanced diet include? There are infinitely more things that you’re better off not eating at all than things you should eat. Some things are bad in all quantities. Some things are very good in large quantities, like beef. There is no magical balance for eating each of these things and absolutely no scientific basis for considering the balance of foods presented by dietary guidelines as optimal. It is obviously and transparently mandated by fiat to anchor your expectations of what is normal in a way that helps them sell profitable cheap garbage by keeping you hungry and addicted.

Eating in moderation is another fiat food marketing PSYOP. Since fiat foods are highly addictive foods, even more addictive than cocaine by some estimates, it is extremely difficult for anyone to manage to actually eat them in moderation. People end up eating more of them than they even think they

do, or they plan on. Anyone who eats in moderation ends up limiting the amount of healthy essential food he needs because he has been PSYOPPED into thinking their excess is bad. But he cannot so easily moderate addictive junk food because that is an addiction needling him every minute to indulge it. It is easier to reduce the amount of beef you eat because it is not addictive like sugar.

The consequences of US and global governments promoting industrial food and discouraging meat consumption have been an unmitigated disaster for the human race. All of the leading causes of death and modern diseases can be understood as the direct consequence of this horrific diet. Insulin-resistance is the driver of the vast majority of modern diseases. Eating heavily processed plant foods is the surest way of spiking insulin and developing insulin resistance. Eating red meat is the best way of obtaining nutrition without spiking insulin.

The biggest culprits, the worst fiat foods, as discussed in more detail in *The Fiat Standard* are the following:

1. Polyunsaturated and hydrogenated “vegetable” and seed oils
2. Processed corn
3. Soy
4. Low-fat foods
5. Refined flour and sugar

I estimate that more than 80 percent of the food and calories in a modern supermarket are made from these substances and the infinite abominations that can be made by combining them. If you want to avoid these poisons, you cannot fight them defensively by simply telling yourself to avoid them. You need to fight them proactively by first nourishing yourself with red meat, making it very easy for you to avoid them. While you can lose weight by simply reducing your consumption of these foods, I do not believe this is sustainable or healthy in the long-run without drastically increasing your consumption of red meat. Only meat makes you full enough to not desire fiat food or think about it. If you ever find yourself desiring the fiat foods of the twentieth century, the reason is that you are not eating enough meat. If you treat these cravings with steak, burger patties, or other meats instead of more addictive industrial sludge, the cravings will go

away for good, along with a host of health problems you had always imagined were just a normal part of living but in fact are just a normal part of eating industrial waste.

Eating more meat is a more effective way of getting into good health than reading nutritionists' science or buying a diet plan trying to manage your relationship with sugar. The way that many thousands of carnivores have thrived on this diet is to just eat as much meat as they want and avoid everything else. It sounds too simple and too good to be true, but there are thousands who swear by it. Maybe, instead of worrying about the latest fad diet, flashy supplement, and nutrition PhD buzzword, giving your body more of the meat your ancestors have eaten for millions of years will work better. Instead of wasting your life reading press release "science" sponsored by industrial sludge food manufacturers trying to manipulate you into eating their poisons, consider trying to eat more and better meat, the world's most complete food.

In my experience, what helped me quit fiat foods was to stop thinking of food as a mystery that requires a PhD and specialized plan to be figured out and listening to my natural instinct, which naturally wants meat. All animal species are able to figure out how to eat without needing a PhD in nutrition, and you can, too. In fact, the only species to suffer from obesity is also the only species to develop PhDs in nutrition.

One of the best non-health benefits of this diet is how much it simplifies and streamlines the entire process of food sourcing, preparation, cooking, and cleanup. It is an enormous reduction in mental overhead because cooking meat is simple and easy, whereas plants, being toxic, are much harder to turn into edible food. Whatever meat you get, it can be eaten raw, or it just needs some fire and you've got a delicious meal. You just need to figure out the correct way to apply the fire to each cut you buy, and the right timing.

Healthy meat is available to everyone, everywhere, at all prices. If you live in any human settlement with more than 100 people, there will be someone who prepares meat. The methods discussed here apply to all budgets. You can live off delicious leftover bones from your butcher for free, or very close to it, and you can splurge on fine steaks. Meat is for everyone.

The first step on the road to defeating fiat food is to drop the enemy's language and stop it from shaping your thoughts. You are not interested in a

balance between carbohydrates, fat, and protein. Carbohydrates are a drug you want to avoid, and fat and protein can come in very healthy forms, like beef and tallow, or very unhealthy forms, like soy and rapeseed oil. The three food groups you want to be concerned with are: meat, fat, and bones. It sounds too simple to be true, but it may well be the case that the only thing you need to know about nutrition is that if your body is made up of red meat, fat, bones, and water, you should eat red meat, fat, bones, and water. The rest of this chapter explains how to increase and optimize your intake of these foods, which is the surest way to avoiding and defeating fiat foods. The analysis below is written from the perspective of an economist looking to maximize nutrition in the most efficient way possible, in terms of time and money. Having traveled extensively and been exposed to the experiments of thousands of carnivores worldwide thanks to the internet, these are the most useful ideas I have on eating meat and defeating fiat food. There are of course, many other perfectly good ideas and methods out there, and this list should not be viewed as conclusive or exhaustive. It is just what works for me.

Red Meat

The best and first step to eating a lot of meat is finding a good butcher and making friends with him. I've traveled a lot all over the world, and the one constant is that butchers are always good people. They are always happy to accommodate you when you appreciate their work. Buy from him regularly, and show him that you mean business, and he will always prepare things for you just the way you like them. Being able to talk to your butcher and make requests is a superpower. He can give you fat trimmings for free, which you can render to make the best cooking fat. He can grind and prepare burgers for you with the exact ratio of fat you prefer. He can give you plenty of bones for broth for free, or close to free.

Another great idea is to find a local farmer who will sell you a whole cow or lamb, already butchered and cut up. If you live anywhere near a human settlement of more than 100 people, anywhere on earth, there will be at least one person hunting or herding large, ruminant animals near you, and he hunts and herds them to sell them to people like you. I highly recommend this way so you can get to meet your farmer, see the animals,

taste the meat, know that it is good, and guarantee good reliable quality. Buy a freezer chest, put the meat in it, and defrost ahead of cooking. You can usually get a very good price on this. While this is great, and I highly recommend it, it is by no means essential. You are most likely able to secure excellent meat from your local butcher and supermarket.

It is fashionable for people who have supplements and diet plans to sell to have bad things to say about supermarket meat, but a lot of people thrive by eating it, causing plenty of credentialed nutritionists to lose their minds in hilarious fits of anger at the idea that you could be healthy from a supermarket without a nutritionist's PhD solving the mystery for you. A lot of long-time carnivores have thrived for many years by eating supermarket meat. The advantages include that it is usually cheap and readily available. There are a lot of bad things sold by your supermarket, but meat is not one of them, and the hysteria around it is largely as misguided as all the rest of the anti-meat propaganda you read in your local newspaper full of advertisements for industrial sludge. The paranoid hypochondriacs who think supermarket meat is bad are making a horrible mistake by avoiding it and replacing it with any kind of plant food, no matter how many green and nice-sounding buzzwords come attached to it. While grass-fed beef from a small farm can be better than industrially processed supermarket meat, supermarket meat is not bad and is better than any plant alternative, no matter how sophisticated or expensive. Supermarkets can have great offers and discounts on their meat for you to fill up your freezer.

Red meat is an option open for all budgets, as there is an infinite variety of choices of cuts and methods of preparation. Boiling meat to make a stew makes it the easiest to digest and can be the cheapest because it turns the cheapest and toughest cuts into delicious tender meat. Ground beef is another great option for more affordable meats, and is also highly efficient, financially and in terms of time. Ground beef is easier to cook and harder to mess up than whole cuts of meat. And by grinding the meat, it becomes easier to chew and digest. You could probably get your butcher to offer you a good deal on ground beef if you commit to buying regularly and tell him you don't mind him using the cheaper cuts and putting in lots of fat.

One incredibly efficient way of eating a lot of delicious beef while spending little money and time is fast-food restaurants. This little trick makes the carnivore diet practically the easiest to adhere to because you can always get a delicious and quick fix of meat from any of the major fast-food

restaurants, which are spread out all over the planet. The patties at McDonald's, Burger King, Wendy's are all 100 percent beef, with no filler or junk. These are always made out of 100 percent pure beef, slaughtered, processed, and packaged onsite, and shipped to the restaurants where they are ready to eat in two minutes of cooking in the specialized grills they have. They always cook these in their own fat, and do not add seed oils to them. Just be sure to tell them to not add spices, as their spices usually contain dextrose and processed foods.

As someone who has been a carnivore for eight years, I have found this is the fastest, cheapest, and most delicious way for me to eat large amounts of red meat anywhere in the world. The standardization and mass production of the patties and grills and the precise and optimized cooking process ensures reliably good quality. While fast-food restaurants definitely serve a lot of terrible fiat foods, none of them are mixed with the meat, which is processed alone and only mixed in with the other ingredients after it's cooked. If you ask the servers for the individual patties, they may not know what you are referring to. Tell them you want to order from their a la carte menu, and they should know, but they might need to talk to their manager first.

Patties usually cost around $1-2 each in the United States. Sometimes at some of these places they might not want to sell you these patties alone. Then, you can order a sandwich and add extra patties to it and ask them to serve you the sandwich without any of the other ingredients. You don't even need to travel to eat this way; it's a very quick and convenient way to eat, and the meat is always delicious. I sometimes think that if I were single, I could live in a home without a kitchen because I could eat twelve quarter-pound patties a day and be done with food for the entire day. Having the ability to always eat from a fast-food joint is a superpower, and it is particularly useful for kids.

Another excellent travel option is Awarma, widely used in the Levant, and a very powerful weapon in your fight against fiat food, as it keeps long without refrigeration and is great for travel. Ground lamb or beef is cooked with chunks of fat, and then they are poured into a jar, where the liquid fat settles on top, forming a protective layer that prevents the meat from ruining for months or even years.

Grilling a Steak

There are a lot of ways to grill a steak, and this is the one that works for me. This is not so much a recipe as a guide to all kinds of things you should watch out for to make your steak delicious. I've grilled more than a thousand steaks in the last eight years, so I believe I've developed a good understanding of all the mistakes to keep an eye out for!

Ingredients: Meat, fire, time, and salt.

The stronger the heat, the tastier the meat. Your goal is to figure out the hottest heat you can apply to your steak. The key to a good steak is a strong fire. There is no such thing as fire that is too hot; your steak will only get better the hotter your fire. The secret ingredient that makes steakhouse steak better than your steak is just heat. It isn't any magic sauce or preparation method; it's that restaurants can cook with ovens whose temperature exceeds 1,000°F, and regular ovens and grills can't do this temperature. You don't need to go to a steakhouse to have a decent steak; you just need to learn to make a proper fire or buy the right grill. The best high heat grill I have found is the Otto Wilde grill, which can rise to 1500°F. It is perfectly designed with the heat coming from above, making it so that the fat dripping from the meat does not cause flare-ups. If you're buying one, use the discount code saifedean and you'll get 10% off.

My favorite way of cooking meat is over firewood, which gives steak a unique flavor and can produce the highest heat after the Otto Wilde. My favorite grilling wood is oak. Charcoal is second best in terms of flavor, but American-style briquettes are not as good as natural charcoal, though they are easier to start. While the extra flavor is nice, the drawback of this method compared to gas grills is that you probably don't have the time to safely start a fire every time you want to eat. Gas grills' reliability makes them a more realistic, practical, and reliable choice for the regular griller. Electric grills are a fourth choice, but you can still make a great steak on an electric grill. Just make sure it is as hot as possible before you put the steak on. All grills are beautiful because all steak is beautiful!

For simple grilling, I recommend beef ribeye, porterhouse, T-bone, striploin, fillet, and picanha, as well as lamb chops. If you are in the Levant, I also recommend the other parts of the great Awassi fat-tailed sheep, the Mercedes Benz of ruminants, as I like to call it. Burgers are also great to grill, as are meat skewers. Other cuts of meat would probably benefit from being precooked on a sous-vide machine before grilling, and for that, I

highly recommend the Cinder Grill, which is an excellent sous-vide ceramic grill. I like to use this with thick cuts of steak, as it cooks through all of the hard bits and makes the steak far more palatable, especially for kids. This machine is the best indoor grill I have found, and its sous-vide is perfect as well. Putting a steak on the sous-vide for twenty minutes or so before grilling it can make sure it is extra tender. I also love using this machine with organ meats, as I explain below.

The most critical ingredient in grilling a steak is time. You have to give each step all the time it needs, and no more. Any mistake can be fatal to your steak, so after you've perfected getting your fire in order, focus your efforts on getting the timing just right. You need the steak to be outside the fridge for an hour before cooking. You need to wait until the fire is at the right temperature. You need to grill each side of the steak for just exactly the right amount of time. And, most difficult of all, you need to wait a couple of minutes after you're done grilling. Give the steak the time it needs to get the taste you want. Impatience is the secret ingredient to every ruined steak!

Instructions: These instructions are applicable to any type of grill, as well as to cooking a steak in a frying pan. I will mostly be referring to grilling on firewood, but the basics apply everywhere.

Prepare the steak: Get the steak out of the fridge at least an hour before you cook it. Salt it and let it sit. When your steak meets the fire, you want it to be dry and not to have the liquid condensation that usually surrounds it when you take it out of a fridge. Tap drying the steak with paper towels is always a good idea. For an extra crispy shine on the steak, put some ghee, tallow, or duck fat on the steak before you grill it. This is not necessary for fatty steaks but is recommended for less fatty cuts.

Start the fire: Be careful! Fire is no joke. Make sure you are starting a fire far from anything flammable. Keep children away from fire. Make sure the fire is fully turned off when you're done. Don't be stupid with fire! There are many ways of starting fires, and you can find many good guides online. You can do it with dry leaves, tinder, small sticks, or an electric fire starter. You can also use some of the artificial fire starters underneath it but be sure to remove them as soon as the fire takes off because you don't want them to

give a taste when you're cooking.

The most important thing to know when cooking with woodfire or coal is that you want to cook over hot embers, not over fire. Failing to understand this point is why many grills have turned into a disaster and why many grillmasters quit. Correct time management fixes this.

If you look at your wooden logs burning and you can still see the shape of a log, it's too early to put the meat on. This is where the ingredient of time comes in. Yes, you're hungry and you want to get to the steak, but you have to wait to have the great steak you crave. Lower your time preference, and let the logs burn until they break down into tiny little embers. Flatten the embers and spread them evenly on the bottom of the grill. You want to help the process along by smashing the logs into ever-smaller chunks and embers. The correct time to grill is when you have a large number of very hot small embers spread out on the grill. If you don't wait long enough on the embers, they would not be burnt through, and they will flare up when the fat from the meat starts falling on them. Flare-ups will cause the outside of your steak to burn and get charred while keeping the inside uncooked. If you wait too long to start to grill, the embers will lose heat quickly, and you will need to replenish them. You have to wait long enough until the logs break into small embers but not long enough for these embers to start getting cold. Striking the right balance is something you will learn by practice. The best thing about practice is that it entails eating steak!

My favorite way to grill is to keep a fire going next to the grill, so you are constantly adding fuel to the fire and constantly getting new embers breaking from the fire to move to your grill. This is the Argentine way of grilling, and it inspired how I built my own grill. All you need is a flat surface large enough to fit the grill you want to cook on and the fire next to it. This is a very simple grill setup, which I highly recommend. The meat is grilled over small embers, while the fire rages on the side. You can keep adding logs to the fire for as long as you like, and the fire will keep giving you embers to cook. This is very useful in case the embers you are cooking on start going cold.

With round grills, similar to the braais used in South Africa, you get one big fire going in the whole grill, let it burn through, and then grill on the embers when the fire settles down. This method works great, but the disadvantage to it is that you would need to start a whole new fire to add new embers if the ones you have were to go cold, so you need to be more

careful about how much coals you burn. In the Argentine way, you can keep going for hours. But both methods can generate gloriously delicious steak.

Having said all of that, it is possible to grill over direct fire, but then you want to have the fire pretty far from the steak, so the flames are not burning it.

Put the steak on the grill: Only when the meat has been sitting outside for an hour, has been dried, and the fire has been raging long enough to turn into small embers spread out under the grill, is it time to put the steak on. As Francis Mallman put it, the moment that the meat first meets the fire is a unique moment that cannot repeated, like a first kiss. The stronger the fire, the better the results. If you don't hear the steak hissing after you put it on the grill or pan, then it was not hot enough. It is possible to cook the steak on the embers directly. When the steak cooks properly, you can clean the ashes off quite quickly and effectively. You don't really need a grill.

Turn the steak: You can turn the steak as much as you want, but I am of the Mallman school of thought that believes that you should turn a steak only once. You can get a great steak either way, but the best steak will come when you leave it to grill continuously untouched on each side without interruption or disturbance. The advantage of turning only once is that when the meat is not moving, the outside is getting the nice golden crust you want. The more you interrupt this process by turning and moving the steak, the more the steak cooks without the outside getting that delicious golden-brown crust you want.

You want to turn your steak around when the side facing the fire has acquired the golden-brown sear and just before it begins to turn black. You want to avoid black charring as much as you can, but it is unavoidable that you'll get a little bit of it on some parts of the steak if you want it seared nicely. You should try to avoid continuously flipping the steak over to check it. Try to get it right in one attempt.

If you like your steak medium, you should turn the steak around when you begin to see liquid condensation appear on the top side of it. But if you prefer it rare or medium-rare, you want to flip it just before the condensation appears. As you start getting better at this, you get better at timing it, so you only need to turn once. This is the trickiest part to get right, but don't stress. It's still going to be a great steak if you turn it too

much. There are two signs that will help you identify when to flip the steak: You will start smelling a faint hint of meat burning, which begins when some of the steak is being charred; and you will see gray smoke come out of the steak itself.

After turning the steak, do the same thing for the other side. I recommend using a thermometer to make sure you do not overcook the steak, particularly in the first few hundred times you try this. When the steak is done, it should not be light brown in color, nor should it be black and charred. It should be golden and a dark brown on both sides.

The inside of the steak is a matter of taste. My preference is for a rare steak that gets hot but remains red on the inside. If you cannot keep the steak red while giving it a nice sear, then you need to get thicker steaks. If you can't, you might want to consider cooking it when frozen. This is a little risky because it is easy to undercook and overcook the steak.

Let it sit: After both sides of the steak have acquired a golden brown hue, you should remove the steak and let it rest away from the fire for a couple of minutes. It's better to put it in a container or tent, but it's not necessary. This is an important part of cooking the steak, as it allows the temperature to spread evenly across the steak. You will know you have left the steak wait sit long enough if, when you cut it, it cuts dry and seeps no liquids.

Sauce? There is only one sauce that is acceptable with steak: grilled bone marrow. Get bones that your butcher cuts for you and stick them on the grill or in the oven. Scoop them out and use them as the sauce for your steaks. No other sauce can come close . . . which brings us to the topic of bones.
Frying steaks in a pan is also an excellent way to prepare a steak. If you can't get a grill very hot, a frying pan is probably better. An excellent alternative to a grill is to have an outdoor stove, use it to heat a pan, and then cook the steak with the same instructions used when grilling. Having it outdoors removes the problem of smoke and smell inside the house. It is much faster than starting a fire and much cheaper and faster than buying a gas grill.

Bones

Bones are unquestionably the most underrated food in the world. In my opinion, the most economical way to improve your health is through consuming bones. This is some of the most nutritious and most delicious food you can have, and it is always very cheap, everywhere. I read that in European winters, poor families spend the entire winter drinking from the broth of one cow bone they continuously boiled in the family hearth throughout winter. With every cup of soup they drink, they added a cup of water, and the bone kept giving the entire family nourishing broth for the entire winter until it was dissolved completely. In most places in the world, your butcher will give you bones for free. In many places, they throw them away. In others, they turn them into animal feed or plant fertilizer. But that is economically insane. This is already food that contains large amounts of nutrients valuable for humans. It doesn't make sense to take it back to feed it to animals or plants. It is already in a form that can provide nutrients to humans, so it should be utilized in that way. I estimate the amount of useful nutrients thrown away by the average supermarket every day, in the form of bones and meat scraps, exceeds the amount of nutrients in all the plant foods and processed plant foods in the supermarket. These scraps of meat and bone contain all the needed nutrients for the human body. Many of these essential nutrients don't exist in all plant foods, which provide cheap calories and a few minerals and vitamins but do not provide the essential vitamins and proteins we need to thrive as humans rather than bugmen. The entirety of the supermarket is a candy store next to the nutritional value of the wasted bone, meat, and fat scraps. Yet everyone is buying the nutrient-light plants while the nutrient-heavy meat is going to waste.

Fiat food propaganda destroying people's understanding of their health is your economic opportunity to get healthy on the cheap, by simply cooking the meat scraps and bones to produce delicious, nutritious, and cheap bone broth and meat scraps. I have not tried this, nor do I know anyone who has, but it might be possible to survive and thrive on just drinking bone broth and eating the boiled bones and meat scraps. If you do that, you could do a carnivore diet for close to $0 per day. Bones usually come with some bits of meat hanging on, and these become very delicious after boiling for hours. But just because it's free/cheap doesn't mean it isn't good! Even if you're not broke, you will love this!

I could spend hours waxing lyrical about the joys of bone broth and how delicious and healthy it is, but we've both got other things to do. I'm just

going to jump to the recipe that works for me. There are of course many other ways of making broth, but this one works for me, and it is easy.

1. Place bones in a pot, cover with water, and add a splash of vinegar.
2. Bring to a boil.
3. Let simmer for a few minutes.
4. Throw all the water into the sink. This is the easiest and fastest way to wash and prepare the bones, in my experience. You can probably make a tastier broth by grilling the bones in the oven instead of boiling them, but that can be more complicated.
5. Put the bones back in the pot and cover with water.
6. Add salt. You can also add some bay leaves and spices like garlic powder and curcumin, although that's not necessary.
7. Heat the pot, on a slow cooker or slow heat for twenty-four hours or on high heat or pressure cooker for two to five hours. You can drink it now, but I recommend one more step.
8. Pour the broth into jars or pots, and let it rest in the fridge overnight. You will see a thick layer of fat develop on top it. Remove that and use it for cooking. It is better than all the cooking oils in your supermarket.
9. The broth is now less fatty, which makes it tastier.
10. The broth should turn into a jelly consistency. If that does not happen, then you need more cooking time, more bones, less water, and/or more gelatinous bones. Keep trying until you get it right!

The leftover bones and surrounding meat have now been cooked into delicious tenderness. You can make an entire delicious meal out of that. The bone can become as soft as biscuit wafers.

Bonus: After it cools down, pour the broth into an ice-cube tray and put it in the freezer. You will now have very quick broth on demand. Whenever you want, just take a cube or two from the freezer, put them in a mug, and add boiling water. It is better that you do this after thoroughly cooking the broth so it becomes extremely thick. This way one ice cube can make a whole mug.

Bonus breakfast idea: Add an egg or just an egg yolk to your broth and mix it in. You will get a delicious soup. This can be a quick and healthy breakfast. It is also a great way to get rid of your coffee addiction.

You can make broth from beef, lamb, duck, turkey, chicken, or other animals. Each has its unique delicious taste, and once your taste buds start getting used to this wholesome goodness, you will see fiat foods for the garbage they are.

Fats

One of the most significant interventions anyone can do to their health is to stop eating processed plant oils and replace them with animal fats. The majority of modern diseases seem to be related to the disgusting hydrogenated poison industrial waste sold as cooking oil in your local supermarket: canola (rapeseed), soybean, corn oil, safflower, and sunflower. All of these are poison, and they are in practically all industrial foods. Worse, they are mixed in most of what you think of as healthy fats like olive oil. Mainstream nutrition pseudoscience has popularized the idea that olive oil is the healthiest fat, and that it forms an essential part of the healthy diet of the Mediterranean. The reality is that olive oil is decidedly the inferior option to animal fats everywhere in the Mediterranean before modern nutrition pseudoscience scammed modern Mediterraneans into taking pride in the food their ancestors thought of as the poor man's alternative to animal fats.

In Lebanon, a famous expression to signify how some people are better than others is "ناس بسمنه وناس بزيت", where good people are likened to ghee whereas bad people are likened to oil. The most damning indictment of olive oil is just how easy it is to mix it with poisonous hydrogenated oils, and how hard it is to detect the mixing, even with complicated lab equipment.

The gory details of the horrific scam by which industrial waste has been marketed as a healthy fat for cooking can be found in a great study by the late Mary Enig, as well as the more recent work by Nina Teicholz, *Big Fat Surprise*.

The best animal fats I recommend are as follows:

Tallow or suet: Rendered chunks of fat produce an unbelievably delicious and nutritious fat. You can make your own by getting fat trimmings from your butcher and rendering them, and there are a lot of recipes online for this. Your butcher will likely give you these trimmings for free, and you can use them to replace the most harmful substance in your kitchen. Or you can just buy it ready-made; it's available online.

Ghee: This golden clarified butter is the pure fat of milk and is very delicious and nutritious. This superfood is so rich with nutrients that it makes vegetarianism possible. It has none of the sugars in butter.

Butter: Butter is delicious for cooking, but it doesn't tolerate as high a temperature as tallow or ghee, and it does contain some sugars in it.

Winning in the Morning

The secret to avoiding junk food is to be well-nourished, and the secret to that is to eat a lot of meat in the morning. If you give your body all the nutrients it needs at the beginning of the day, it will be easier for you to avoid junk all day. The fact that you think the plastic junk sold at supermarkets is food is purely a result of your long-term malnourishment. The fact that you ever desire it on any particular day is because you are hungry. Wake up in the morning and eat as much meat as you can, and you will find it much easier to resist the temptation of junk. And even if you do succumb to temptation, you will indulge less when well fed.

If you eat a lot of meat for a long while and fix your chronic malnutrition, you do not need breakfast and will have no trouble skipping it occasionally or regularly. It's common for many carnivores to eat one or two meals a day, and it is not very difficult. But if you don't eat several pounds of meat regularly, you will probably benefit from having a big meat breakfast to help you fight the temptations of fiat foods.

Meat and Children

If you ever doubt how natural and healthy meat is, just watch a toddler eat it. Children absolutely love meat, and watching that natural instinct express itself as they first start learning to chew meat is a delight. From an early age, it's good to give children meat because it is necessary for their growth. It is also good for cutting their teeth. Young toddlers love spending time munching on a lamb leg, lamb chop, or steak bone.

Feeding kids a lot of meat is the only effective strategy against junk food. If your kids don't eat a lot of meat, they will be constantly hungry, think about food, and look for snacks. They will be in a bad mood until you give them the snacks, which will give them a momentary high before they crash and become miserable again. You can only break this cycle with a lot of meat.

The key to have your kids enjoy social occasions is to feed them a lot of meat beforehand. Once well fed, they will be able to go to a birthday and not eat a lot of the junk. At my daughter's second birthday, I prepared several pounds of grilled meat skewers for the children, and they ate them before any desserts. They were in a much calmer mood than usual kids' birthdays.

My policy is to always feed my daughter plenty of meat before she has any social occasion, as it ensures she will not have too much junk food. She will have some of the birthday cake, but never too much, as her tolerance to garbage is very low. She will instead spend her time playing. With enough meat, kids eating the occasional sugary treat is not a problem. But without meat, they will end up getting addicted to sugar from a very young age, leading to a lifetime of metabolic problems.

Fast-food stores are a terrific choice for kids. I highly recommend getting them meat patties and whatever toy comes with the happy meal. I strongly recommend not touching anything else on the menu. You can take your kids to their favorite fast-food places, and they can have as many burger patties as they like, water, and the toy, and they will love it. You need to make them accept that they can't eat the rest of the junk served, and you will always have healthy, filling delicious food for your kids close to you.

The key to getting kids to be well-fed is not in vegetables, fruits, or carbs but in meat. It is cruel to force them to eat vegetables, which contain very little nutrients and which they hate so much, when they could be eating meat, which they love and is easier to digest and more nutritious. Before

five years old, there is no point in trying to force them to eat this cardboard. If you must feed them this after the age of five, make sure it is cooked in heavy quantities of animal fat. Carbs contain very little nutrition and will make them hungry quickly, as well as giving them mood swings. Fruits also contain very little nutrition and too much sugar. If you feed them carbs, fruits, and sugar, they will not be full and will get cranky, demanding more sugar. If you feed them vegetables, they will be miserable, hungry, and bloated.

If you feed them meat, they will be happy.

Epilogue

This book was originally conceived and written as a testament to the possible, albeit improbable.

When I began writing this book in early 2022, the aspiration that Bitcoin could replace the fiat money printer in the foreseeable future seemed remote, at best. However, over the course of my research and in witnessing the speed and depth of the recent unfolding of world events, a change in perspective was appropriate.

For Bitcoin to usurp the dollar as the world's currency, in the short term, it would take the convergence of two factors: the continued demise of the US dollar and a growing understanding and acceptance of Bitcoin. On the first, the remarkable destruction of the dollar, both domestically and on the world stage, has accelerated at a pace that has exceeded the predictions of many of its most ardent critics.

While the laws of cause and effect may assure that the dollar's collapse is a certainty, any attempts at predicting the "when" of its demise have thus far proven to be an exercise in futility. So long as the dollar remains the world's reserve currency and continues to be utilized for the propping up of the monies of many other nations' secondary currencies, a higher probability exists that demand for dollars will first increase before any crash

occurs.

However, a societal shift appears to have manifested, the scope of which could accelerate the kind of sweeping change needed to overhaul and upend the entire fiat system. Trust in authorities and institutions has crashed to an all-time low, replaced by a skepticism fueled in part by ruling authorities' blatant mismanagement of public health, economics, and civil liberties, which had become apparent to many during the COVID-19 respiratory virus outbreak. A reflexive pushback against the centralization inherent in modern fiat lifestyles has seen an exodus from major American cities back to the small towns and suburbs. Meanwhile, the higher-than-expected inflation numbers and the corresponding loss of the dollar's purchasing power have exposed the Federal Reserve's Ponzi scheme to increasing numbers of people as they search to find safe harbor in alternative stores of value.

Likewise, a movement grows of people who have watched their friends and family riddled with obesity, illness, and disease, and have since made the connection that the advice coming from highly credentialed nutrition experts has amounted to little more than a fifty-year long industry-funded gaslighting campaign. Authorities, too, appear to understand that the world is on the cusp of a significant change with many having already begun to sound the alarm.

Many have opted out of the Medical Industrial Complex and have instead set course to reclaim the food of their ancestors. Meanwhile, others have banded together to compare ideas and results about economics and health through social media, adopting the title of Bitcoin Carnivores. In April 2023, during a panel discussion at the Bloomberg New Economy Forum in Singapore, former Secretary of State Hillary Clinton warned how Bitcoin could disrupt the established world order.

"What looks like a very interesting and somewhat exotic effort to literally mine new coins in order to trade with them has the potential for undermining currencies, for undermining the role of the dollar as the reserve currency, for destabilizing nations, perhaps starting with small ones but going much larger."[208]

If correct, it wouldn't be the first time the former senator was prophetic. Twenty-five years earlier, Clinton had made a similar warning about a disruptive new technology, warning that, "As exciting as these new developments are, there are a number of serious issues without any kind of

editing function or gatekeeping."

She was talking about the internet.

HISTORY IS CERTAIN TO LOOK BACK ON THE ERA OF FIAT WITH AWE AND WONDER.

Economist and author Saifedean Ammous posted a question on May 11, 2023, on his social media page. "Do you realize how stupid we are going to look to future generations when they find out most of us believed the only way for money to work is to have a banking cartel that can create it out of thin air?"

The answer to Ammous's question may be self-evident, but while modern monetary theorists continue finding new ways to polish the brass on the *Titanic*, the rest of the civilized world appears to be moving forward by returning back to an era of property rights, health, and nature.

—Matthew Lysiak 5/31/2023

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208 Bambrough, Billy. "Bitcoin 'Undermining The Dollar'—Hillary Clinton Issues A Surprise Crypto Warning." *Forbes.* Web. 21. 11. 2021.